

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3860725

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	CHANGE OF NAME	
CONVEYING PARTY DATA		
	Name	Execution Date
	NIELSEN MOBILE, INC.	10/01/2008
RECEIVING PARTY DATA		
Name:	NIELSEN MOBILE, LLC	
Street Address:	770 BROADWAY	
City:	NEW YORK	
State/Country:	NEW YORK	
Postal Code:	10003	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	14681881	
CORRESPONDENCE DATA		
Fax Number:	(312)580-9696	
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	312-580-1020	
Email:	esantiago@hfzlaw.com	
Correspondent Name:	HANLEY, FLIGHT & ZIMMERMAN, LLC	
Address Line 1:	150 S. WACKER DR.	
Address Line 2:	STE. 2200	
Address Line 4:	CHICAGO, ILLINOIS 60606	
ATTORNEY DOCKET NUMBER:	20185/TELE018US05	
NAME OF SUBMITTER:	FELIPE HERNANDEZ	
SIGNATURE:	/Felipe Hernandez/	
DATE SIGNED:	05/05/2016	
Total Attachments: 6		
source=Conversion_Nielsen_Mobile_Inc_to_Nielsen_Mobile_LLC#page1.tif		
source=Conversion_Nielsen_Mobile_Inc_to_Nielsen_Mobile_LLC#page2.tif		
source=Conversion_Nielsen_Mobile_Inc_to_Nielsen_Mobile_LLC#page3.tif		
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Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "NIELSEN MOBILE, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "NIELSEN MOBILE, INC." TO "NIELSEN MOBILE, LLC", FILED IN THIS OFFICE ON THE FIRST DAY OF OCTOBER, A.D. 2008, AT 12:49 O'CLOCK P.M.

2906911 8100V

081002285

You may verify this certificate online
at corp.delaware.gov/authver.shtml



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6889375

DATE: 10-02-08

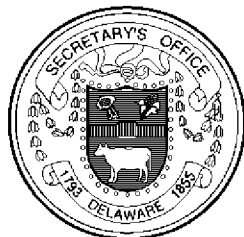
PATENT
REEL: 038619 FRAME: 0076

Delaware

PAGE 2

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "NIELSEN MOBILE, LLC" FILED IN THIS OFFICE ON THE FIRST DAY OF OCTOBER, A.D. 2008, AT 12:49 O'CLOCK P.M.



2906911 8100V

081002285

You may verify this certificate online
at corp.delaware.gov/authver.shtml

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6889375

DATE: 10-02-08

PATENT
REEL: 038619 FRAME: 0077

**STATE OF DELAWARE
CERTIFICATE OF CONVERSION**

of

**Nielsen Mobile, Inc.
(a Delaware corporation)**

to

**Nielsen Mobile, LLC
(a Delaware limited liability company)**

This Certificate of Conversion to Limited Liability Company is being duly executed and filed by an authorized person, to convert Nielsen Mobile, Inc., a Delaware corporation (the "Corporation"), to a Delaware limited liability company, under Section 18-214 of the Delaware Limited Liability Company Act (the "Act").

- (1) The jurisdiction where the Corporation was first formed is Delaware.
- (2) The jurisdiction of the Corporation immediately prior to filing this Certificate is Delaware.
- (3) The date the Corporation was first incorporated in Delaware is June 10, 1998.
- (4) The name of the Corporation immediately prior to filing this Certificate was Nielsen Mobile, Inc. The Corporation was incorporated in Delaware under the name Wireless Marketing Services Inc.
- (5) In accordance with Section 266(b) of the General Corporation Law of the State of Delaware (the "DGCL"), the board of directors of the Corporation by a written consent in accordance with the provisions of Section 141(f) of the DGCL and the sole stockholder of the Corporation by a written consent written consent of the sole stockholder of the Corporation in accordance with Section 228 of the DGCL, adopted resolutions approving the conversion of the Corporation into a Delaware limited liability company.
- (6) The name of the Limited Liability Company as set forth in the Certificate of Formation is Nielsen Mobile, LLC.
- (7) The conversion shall be effective upon the acceptance of the filing of this Certificate of Conversion by the Secretary of State of the State of Delaware.

[the next page is the signature page]

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion
on this 1st day of October, 2008.

NIELSEN MOBILE, INC.

By: 

Name: Harris Black

Authorized Person

CERTIFICATE OF FORMATION

OF

NIELSEN MOBILE, LLC

1. The name of the Limited Liability Company is Nielsen Mobile, LLC (the "Company").
2. The address of the registered office of the Company in the State of Delaware is National Corporate Research, Ltd., 615 S DuPont Highway, City of Dover, County of Kent. The name of its registered agent at such address is National Corporate Research, Ltd.
3. This Certificate of Formation shall be effective upon filing with the Secretary of State of the State of Delaware.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation of Nielsen Mobile, LLC this 1st day of October, 2008.

A handwritten signature in black ink, appearing to read "Harris Black", is written over a horizontal line.

Harris Black
Authorized Person