

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT4235408

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	MERGER
<b>EFFECTIVE DATE:</b>	10/01/2008

**CONVEYING PARTY DATA**

Name	Execution Date
NIELSEN MEDIA RESEARCH, INC (FORMERLY KNOW AS NIELSEN MEDIA RESEARCH, INC.)	10/01/2008

**RECEIVING PARTY DATA**

<b>Name:</b>	THE NIELSEN COMPANY (US), LLC
<b>Street Address:</b>	85 BROAD STREET
<b>City:</b>	NEW
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10004

**PROPERTY NUMBERS Total: 1**

Property Type	Number
Application Number:	15368136

**CORRESPONDENCE DATA**

Fax Number: (312)580-9696

*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.*

Phone: 312-580-1020

Email: eanderson@hfzlaw.com

Correspondent Name: HANLEY, FLIGHT AND ZIMMERMAN, LLC

Address Line 1: 150 S. WACKER DR.

Address Line 2: SUITE 2200

Address Line 4: CHICAGO, ILLINOIS 60606

<b>ATTORNEY DOCKET NUMBER:</b>	20004/278US04
<b>NAME OF SUBMITTER:</b>	ERIC H. ANDERSON
<b>SIGNATURE:</b>	/Eric H. Anderson/
<b>DATE SIGNED:</b>	01/20/2017

**Total Attachments: 6**source=278US03\_ASN\_EXECUTED\_NMR to Nielsen#page1.tif  
source=278US03\_ASN\_EXECUTED\_NMR to Nielsen#page2.tif  
source=278US03\_ASN\_EXECUTED\_NMR to Nielsen#page3.tif

source=278US03\_ASN\_EXECUTED\_NMR to Nielsen#page4.tif

source=278US03\_ASN\_EXECUTED\_NMR to Nielsen#page5.tif

source=278US03\_ASN\_EXECUTED\_NMR to Nielsen#page6.tif

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 08:41 AM 10/01/2008  
FILED 08:53 AM 10/01/2008  
SRV 081001842 - 3587365 FILE

CERTIFICATE OF MERGER  
NIELSEN MEDIA RESEARCH, LLC  
WITH AND INTO  
THE NIELSEN COMPANY (US), LLC

1. Nielsen Media Research, LLC, a Delaware limited liability company, shall merge with and into The Nielsen Company (US), LLC, a Delaware limited liability company, pursuant to Section 18-209 of the Delaware Limited Liability Company Act, in accordance with the terms of the Agreement of Merger duly adopted.

2. The name and jurisdiction of formation of each entity which is to merge is:

<u>Name</u>	<u>Jurisdiction of Formation</u>
Nielsen Media Research, LLC	Delaware
The Nielsen Company (US), LLC	Delaware

3. An Agreement of Merger has been approved and executed by the surviving limited liability company and the merging limited liability company.

4. The name of the surviving limited liability company shall be The Nielsen Company (US), LLC.

5. The merger shall be effective upon the acceptance of the filing of this Certificate of Merger by the Secretary of State of the State of Delaware.

6. The Agreement of Merger is on file at the place of business of the surviving limited liability company, the address of which is 770 Broadway, New York, NY 10003.

7. A copy of the Agreement of Merger will be furnished by the surviving limited liability company, on request and without cost, to any member of either the surviving or the merging limited liability company.

*[The next page is the signature page.]*

IN WITNESS WHEREOF, the surviving limited liability company has caused this Certificate of Merger to be signed by an Authorized Person on October 1, 2008.

THE NIELSEN COMPANY (US), LLC

By: *Harris A. Black*  
Harris A. Black  
Authorized Person

# Delaware

PAGE 1

*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:

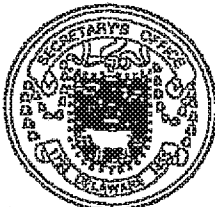
"NIELSEN MEDIA RESEARCH, LLC", A DELAWARE LIMITED LIABILITY COMPANY,

WITH AND INTO "THE NIELSEN COMPANY (US), LLC" UNDER THE NAME OF "THE NIELSEN COMPANY (US), LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE FIRST DAY OF OCTOBER, A.D. 2008, AT 8:53 O'CLOCK A.M.

3597365 8100M

081001842

You may verify this certificate online  
at [corp.delaware.gov/authvar.shtml](http://corp.delaware.gov/authvar.shtml)



*Harriet Smith Windsor*  
Harriet Smith Windsor, Secretary of State  
AUTHENTICATION: 6886347

DATE: 10-01-08

PATENT  
REEL: 041027 FRAME: 0443

STATE OF DELAWARE  
CERTIFICATE OF CONVERSION

of

Nielsen Media Research, Inc.

(a Delaware corporation)

to

Nielsen Media Research, 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 Media Research, 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 January 2, 1996.
- (4) The name of the Corporation immediately prior to filing this Certificate was Nielsen Media Research, Inc.
- (5) In accordance with Section 266(b) of the General Corporation Law of the State of Delaware (the "DGCL"), the Board of Directors (the "Board") and the sole stockholder of the Corporation by a written consent of the Board in accordance with the provisions of Section 141(f) of the DGCL and written consent of the sole stockholder of the Corporation in accordance with Section 223 of the DGCL, adopted a resolution 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 Media Research, 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 1<sup>st</sup> day of October, 2008.

NIELSEN MEDIA RESEARCH, INC.

By: *Harris Black*  
Harris Black  
Authorized Person

# 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 MEDIA RESEARCH, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "NIELSEN MEDIA RESEARCH, INC." TO "NIELSEN MEDIA RESEARCH, LLC", FILED IN THIS OFFICE ON THE FIRST DAY OF OCTOBER, A.D. 2008, AT 8:47 O'CLOCK A.M.

2572956 8100V

081001829

You may verify this certificate online  
at [corp.delaware.gov/authvar.shtml](http://corp.delaware.gov/authvar.shtml)



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6886336

DATE: 10-01-08

RECORDED: 01/20/2017

PATENT  
REEL: 041027 FRAME: 0446