

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT4945863

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	MERGER
<b>EFFECTIVE DATE:</b>	10/01/2008
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
NIELSEN MEDIA RESEARCH, LLC	10/01/2008
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	THE NIELSEN COMPANY (US), LLC
<b>Street Address:</b>	85 BROAD STREET
<b>City:</b>	NEW YORK
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10004
<b>PROPERTY NUMBERS Total: 2</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	15943479
<b>Application Number:</b>	15943482
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(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>	
<b>Phone:</b>	312-580-1020
<b>Email:</b>	hshamat@hfzlaw.com,fhernandez@hfzlaw.com,mailroom@hfzlaw.com
<b>Correspondent Name:</b>	HANLEY, FLIGHT & ZIMMERMAN, LLC
<b>Address Line 1:</b>	150 SOUTH WACKER DRIVE
<b>Address Line 2:</b>	SUITE 2200
<b>Address Line 4:</b>	CHICAGO, ILLINOIS 60606
<b>ATTORNEY DOCKET NUMBER:</b>	20004/330
<b>NAME OF SUBMITTER:</b>	FELIPE HERNANDEZ
<b>SIGNATURE:</b>	/Felipe Hernandez/
<b>DATE SIGNED:</b>	05/03/2018
<b>Total Attachments: 3</b>	
source=NMR, LLC to TNC merger docs#page1.tif	
source=NMR, LLC to TNC merger docs#page2.tif	
source=NMR, LLC to TNC merger docs#page3.tif	

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

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*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.

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



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6886347

DATE: 10-01-08

RECORDED: 05/03/2018

PATENT  
REEL: 045711 FRAME: 0130