

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                              |  |                       |                       |
|------------------------------|--|-----------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT                           |                       |                       |
| <b>NATURE OF CONVEYANCE:</b> | Intellectual Property Security Agreement |                       |                       |
| <b>CONVEYING PARTY DATA</b>  |  |                       |                       |
| <b>Name</b>                  | <b>Formerly</b>                          | <b>Execution Date</b> | <b>Entity Type</b>    |
| VNU Business Media, Inc.     |  | 08/09/2006            | CORPORATION: DELAWARE |

|                             |                                     |
|-----------------------------|-------------------------------------|
| <b>RECEIVING PARTY DATA</b> |                                     |
| <b>Name:</b>                | Citibank, N.A., as collateral agent |
| <b>Street Address:</b>      | 390 Greenwich Street                |
| <b>City:</b>                | New York                            |
| <b>State/Country:</b>       | NEW YORK                            |
| <b>Postal Code:</b>         | 10013                               |
| <b>Entity Type:</b>         | National Banking Association:       |

**PROPERTY NUMBERS Total: 241**

| Property Type        | Number  | Word Mark              |
|----------------------|---------|------------------------|
| Registration Number: | 3112005 | PROGRESSIVE GROCER     |
| Registration Number: | 3101541 | DESIGNOW               |
| Registration Number: | 3099497 | WINTERBIKE             |
| Registration Number: | 3096803 | ACCESS DESIGN          |
| Registration Number: | 3096616 | RADIO MONITOR          |
| Registration Number: | 3087371 | NATIONAL JEWELER       |
| Registration Number: | 3080359 | ACTION SPORTS RETAILER |
| Registration Number: | 3053954 | KIRKUS                 |
| Registration Number: | 3037893 | ASR LINEUP             |
| Registration Number: | 3036652 |                        |
| Registration Number: | 3030454 | CONTENT & CONTACT      |
| Registration Number: | 3023506 | BILLBOARD MUSIC AWARDS |
| Registration Number: | 2997512 | ADWEEK                 |
| Registration Number: | 2989342 | BRAND BUILDERS         |

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|----------------------|---------|---|
| Registration Number: | 2988375 | HIGH VOLUME DECORATOR SUMMIT                      |
| Registration Number: | 2986343 | SMART SUPPLIER                                    |
| Registration Number: | 2958589 | DDI   |
| Registration Number: | 2946745 | WATCH AFICIONADO                                  |
| Registration Number: | 2928300 | FUEL FOR THOUGHT                                  |
| Registration Number: | 2905358 | FUEL FOR THOUGHT                                  |
| Registration Number: | 2837926 | CLIO  |
| Registration Number: | 2822408 | ASR   |
| Registration Number: | 2817744 | THE AUTHORITY ON MASS, DRUG & SPECIALTY RETAILING |
| Registration Number: | 2788877 | ADWEEK  |
| Registration Number: | 2768767 | FILM JOURNAL INTERNATIONAL                        |
| Registration Number: | 2731281 | THE BOOKSELLER                                    |
| Registration Number: | 2704083 | BILLBOARD RADIO                                   |
| Registration Number: | 2690044 | COUTURE   |
| Registration Number: | 2679633 | SEWN PRODUCTS EXPO                                |
| Registration Number: | 2676779 | WOOD TECHNOLOGY                                   |
| Registration Number: | 2674583 | CINEMA EXPO INTERNATIONAL                         |
| Registration Number: | 2670705 | BOBBIN WORLD THE INTERNATIONAL SEWN PRODUCTS EXPO |
| Registration Number: | 2666937 | YOUR SOURCE FOR OPERATIONAL EXCELLENCE            |
| Registration Number: | 2654217 | SGB SPORTING GOODS BUSINESS                       |
| Registration Number: | 2647432 | ARCHIT HOUSE                                      |
| Registration Number: | 2623117 | EMB EMBROIDERY / MONOGRAM BUSINESS                |
| Registration Number: | 2620191 | POP MARKETPLACE                                   |
| Registration Number: | 2604761 | BOBBIN AMERICAS                                   |
| Registration Number: | 2589048 | HOSPITALITY DESIGN LEADERSHIP SUMMIT              |
| Registration Number: | 2562489 | FUEL CHANNELS                                     |
| Registration Number: | 2561348 | COMMERCIAL PROPERTY NEWS                          |
| Registration Number: | 2555236 | ADWEEK MAGAZINES' TECHNOLOGY MARKETING            |
| Registration Number: | 2533161 | DIGITAL INTERIOR                                  |
| Registration Number: | 2512105 | SHOWEST AWARDS                                    |
| Registration Number: | 2506188 | APPLIED BRILLIANCE                                |
| Registration Number: | 2499441 | APPAREL INDUSTRY MAGAZINE                         |
| Registration Number: | 2493701 | RETAIL OPERATIONS & CONSTRUCTION                  |
|                      |         |   |

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| Registration Number: | 2491667 | DESIGN.Y.C.                                 |
| Registration Number: | 2489927 | POINT OF PURCHASE MAGAZINE                  |
| Registration Number: | 2478470 | SGB SPORTSLAB                               |
| Registration Number: | 2476362 | ERETAILING WORLD                            |
| Registration Number: | 2472821 | SHOWEAST                                    |
| Registration Number: | 2465790 | IMPRESSIONS                                 |
| Registration Number: | 2461610 | JPM   |
| Registration Number: | 2453593 | DIRECTOR POWER                              |
| Registration Number: | 2452299 | BACKSTAGE.COM                               |
| Registration Number: | 2450276 | SEWN PRODUCTS EQUIPMENT & TECHNOLOGY EXPO   |
| Registration Number: | 2447678 | BILLBOARD INTERNATIONAL TAPE/DISC DIRECTORY |
| Registration Number: | 2445058 | ERETAILING WORLD                            |
| Registration Number: | 2445057 | ERETAILING WORLD                            |
| Registration Number: | 2441772 |   |
| Registration Number: | 2439634 | INSIDE MEDIA                                |
| Registration Number: | 2432199 | APPAREL SOURCE                              |
| Registration Number: | 2418948 | KIRKUS REVIEWS                              |
| Registration Number: | 2409852 |   |
| Registration Number: | 2392385 |   |
| Registration Number: | 2388038 | ALT.OFFICE                                  |
| Registration Number: | 2370766 | APPAREL INDUSTRY INTERNACIONAL              |
| Registration Number: | 2366107 | CREATIVE SEMINAR                            |
| Registration Number: | 2361215 | GREATEST GAINERS                            |
| Registration Number: | 2355021 |   |
| Registration Number: | 2350622 | TRAINLINK                                   |
| Registration Number: | 2335400 | BICYCLE RETAILER AND INDUSTRY NEWS          |
| Registration Number: | 2332154 | BILLBOARD LIVE                              |
| Registration Number: | 2331543 | BRANDWEEK.COM                               |
| Registration Number: | 2331542 | MEDIAWEEK                                   |
| Registration Number: | 2323185 | ADWEEKASIA                                  |
| Registration Number: | 2322564 | IMPACT!                                     |
| Registration Number: | 2320657 | STAR POWER                                  |
| Registration Number: | 2319617 | BILLBOARD LIVE                              |
| Registration Number: | 2313448 | DIRECTOR POWER                              |
| Registration Number: | 2291689 | THE ART METHODS & MATERIALS SHOW            |

|                      |         |   |
|----------------------|---------|---|
| Registration Number: | 2290642 | BILLBOARD LIVE                              |
| Registration Number: | 2281007 | OUTDOOR RETAILER                            |
| Registration Number: | 2280855 | THE IMPRINTED SPORTSWEAR SHOWS              |
| Registration Number: | 2276196 | POTENTIALS IDEAS AND PRODUCTS THAT MOTIVATE |
| Registration Number: | 2274631 | POTENTIALS                                  |
| Registration Number: | 2258176 | COUTURE COLLECTION & CONFERENCE             |
| Registration Number: | 2245657 | HOLLYWOODREPORTER.COM                       |
| Registration Number: | 2244053 | EPPI  |
| Registration Number: | 2241385 | FLY FISHING RETAILER                        |
| Registration Number: | 2213123 | ROSS REPORTS TELEVISION & FILM              |
| Registration Number: | 2208188 | STAR POWER                                  |
| Registration Number: | 2208161 | STAR POWER                                  |
| Registration Number: | 2203112 | GLOBALSHOP                                  |
| Registration Number: | 2202505 | BILLBOARD.COM                               |
| Registration Number: | 2191939 | ROSS REPORTS                                |
| Registration Number: | 2183575 | MEDTRADE                                    |
| Registration Number: | 2179876 | HOLLYWOOD HYPERLINKS                        |
| Registration Number: | 2176761 | HOSPITALITY DESIGN                          |
| Registration Number: | 2175794 | BRAND BUILDERS                              |
| Registration Number: | 2170401 | LUXE  |
| Registration Number: | 2160124 | BILLBOARD BULLETIN                          |
| Registration Number: | 2153337 | THE VISUAL MERCHANDISING SHOW               |
| Registration Number: | 2127879 | BILLBOARD LIVE                              |
| Registration Number: | 2113473 | VARIETY MERCHANDISE SHOW                    |
| Registration Number: | 2110693 | INCENTIVE                                   |
| Registration Number: | 2093837 | RETAIL OPERATIONS & CONSTRUCTION EXPO       |
| Registration Number: | 2086651 | THE STORE FIXTURING SHOW                    |
| Registration Number: | 2086366 | PDN'S PIX                                   |
| Registration Number: | 2082353 | BILLBOARD                                   |
| Registration Number: | 2066761 | SALES & MARKETING MANAGEMENT                |
| Registration Number: | 2051156 | BILLBOARD ONLINE                            |
| Registration Number: | 2038457 | SUPERBRANDS                                 |
| Registration Number: | 2026342 | PHOTO DISTRICT NEWS                         |
| Registration Number: | 2017541 | NEW HORIZONS IN HEALTH CARE                 |
| Registration Number: | 2016849 | AB AMUSEMENT BUSINESS                       |

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|----------------------|---------|---------------------------------------|
| Registration Number: | 1999210 | PDN                                   |
| Registration Number: | 1985157 |                                       |
| Registration Number: | 1966029 | VITAL REISSUES                        |
| Registration Number: | 1960489 | DISPLAY & DESIGN IDEAS                |
| Registration Number: | 1950085 | HIGHLIGHTS                            |
| Registration Number: | 1934511 | LAS VEGAS MERCHANDISE EXPO            |
| Registration Number: | 1925407 | WORLD RADIO TV HANDBOOK               |
| Registration Number: | 1921265 | PRESENTATIONS                         |
| Registration Number: | 1920850 | HEATSEEKERS                           |
| Registration Number: | 1896434 | HD                                    |
| Registration Number: | 1895079 | HD                                    |
| Registration Number: | 1883176 | WOOD TECHNOLOGY                       |
| Registration Number: | 1879722 | BACK STAGE WEST                       |
| Registration Number: | 1860894 | MEETINGS TODAY                        |
| Registration Number: | 1846725 | WHO'S WHERE                           |
| Registration Number: | 1844376 | AIRPLAY MONITOR                       |
| Registration Number: | 1835642 | MEDTRADE                              |
| Registration Number: | 1828532 | MODERN DAY MARINE MILITARY EXPOSITION |
| Registration Number: | 1820584 | BRANDWEEK                             |
| Registration Number: | 1791549 | MUSIC & MEDIA                         |
| Registration Number: | 1786313 | HOSPITALITY DESIGN                    |
| Registration Number: | 1768293 | GLOBAL MUSIC PULSE                    |
| Registration Number: | 1745378 | KEY ART AWARDS                        |
| Registration Number: | 1737206 | SUCCESSFUL MEETINGS PINNACLE AWARD    |
| Registration Number: | 1724339 | PINNACLE                              |
| Registration Number: | 1722374 |                                       |
| Registration Number: | 1704965 | BILLBOARD 200                         |
| Registration Number: | 1688075 | HOSPITALITY DESIGN                    |
| Registration Number: | 1686904 | BIN                                   |
| Registration Number: | 1686845 | ACTION SPORTS RETAILER TRADE EXPO     |
| Registration Number: | 1683179 | INTERBIKE                             |
| Registration Number: | 1680282 | BOBBIN                                |
| Registration Number: | 1660589 | BILLBOARD                             |
| Registration Number: | 1653267 | BPI ENTERTAINMENT NEWS WIRE           |
| Registration Number: | 1642976 | CORPORATE TRAVEL WORLD                |

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| Registration Number: | 1639419 | INCENTIVE                                |
| Registration Number: | 1634011 | BPI                                      |
| Registration Number: | 1628290 | MEDIAWEEK                                |
| Registration Number: | 1627505 | MULTI-HOUSING WORLD                      |
| Registration Number: | 1623960 | COMMERCIAL PROPERTY WORLD                |
| Registration Number: | 1618733 | THE SPORTING GOODS DEALER                |
| Registration Number: | 1617848 | MARKETPLACE                              |
| Registration Number: | 1612291 | MARKET STATISTICS                        |
| Registration Number: | 1603998 | COMPUCHAIN                               |
| Registration Number: | 1600765 | TRAINING                                 |
| Registration Number: | 1576716 | BUYING POWER INDEX                       |
| Registration Number: | 1562833 | THE JOURNAL OF PETROLEUM MARKETING       |
| Registration Number: | 1559003 | DIRECT SUCCESS                           |
| Registration Number: | 1547308 | FACILITIES DESIGN & MANAGEMENT           |
| Registration Number: | 1545323 | KITCHEN & BATH BUSINESS                  |
| Registration Number: | 1542085 | U.S. DISTRIBUTION JOURNAL                |
| Registration Number: | 1538506 | BILLBOARD SONG CONTEST                   |
| Registration Number: | 1538124 | MULTI-HOUSING NEWS                       |
| Registration Number: | 1536359 | SURVEY OF BUYING POWER                   |
| Registration Number: | 1528168 | BILLBOARD                                |
| Registration Number: | 1523036 | GIFT & STATIONERY BUSINESS               |
| Registration Number: | 1518860 | MUSICIAN                                 |
| Registration Number: | 1515707 | THE NATIONAL HOME HEALTH CARE EXPOSITION |
| Registration Number: | 1507103 | CONTRACT                                 |
| Registration Number: | 1507093 | TRAINING DIRECTORS' FORUM                |
| Registration Number: | 1498618 | THE SERVICE EDGE                         |
| Registration Number: | 1494473 | ADSP0                                    |
| Registration Number: | 1494186 | TOP POP                                  |
| Registration Number: | 1485757 | ARCHITECTURAL LIGHTING                   |
| Registration Number: | 1482352 | DRAMA-LOGUE                              |
| Registration Number: | 1472195 | SPORTS TREND                             |
| Registration Number: | 1463482 | HOTLINE                                  |
| Registration Number: | 1459984 | TRADESHOW & CONVENTION GUIDE             |
| Registration Number: | 1456956 | PLASPEC                                  |
| Registration Number: | 1445742 | PHOTO/DESIGN                             |

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| Registration Number: | 1442393  | NATIONAL HOME CENTER SHOW  |
| Registration Number: | 1442070  | ADWEEK   |
| Registration Number: | 1431917  | CAVALCADE OF ACTS AND ATTRACTIONS  |
| Registration Number: | 1413318  | AB   |
| Registration Number: | 1404920  | BACK STAGE   |
| Registration Number: | 1391998  | GM/HBA   |
| Registration Number: | 1339800  | BUSINESS TRAVEL NEWS   |
| Registration Number: | 1309511  | THE GOURMET RETAILER   |
| Registration Number: | 1275125  | SUCCESSFUL MEETINGS  |
| Registration Number: | 1212684  | SHOWEST  |
| Registration Number: | 1193612  | AUDARENA STADIUM   |
| Registration Number: | 1185696  | THE HOLLYWOOD REPORTER STUDIO FOUNDED IN 1929<br>BLU-BOOK                        |
| Registration Number: | 1140385  | THE HOLLYWOOD REPORTER   |
| Registration Number: | 1136761  | CONVENIENCE STORE INDUSTRY REPORT  |
| Registration Number: | 1136760  | CONVENIENCE STORE NEWS   |
| Registration Number: | 1134824  | CLIO   |
| Registration Number: | 0963654  | SM   |
| Registration Number: | 0986949  | BILLBOARD  |
| Registration Number: | 856584   | THE HOLLYWOOD REPORTER   |
| Registration Number: | 855124   | AMERICAN ARTIST  |
| Registration Number: | 848207   | PLASTICS TECHNOLOGY  |
| Registration Number: | 845021   | WATSON-GUPTILL   |
| Registration Number: | 844599   | WG   |
| Registration Number: | 838831   | E&P  |
| Registration Number: | 831459   | HOT 100  |
| Registration Number: | 734198   | AMUSEMENT BUSINESS   |
| Registration Number: | 0606753  | BILLBOARD  |
| Registration Number: | 0601689  | EDITOR & PUBLISHER MARKET GUIDE  |
| Registration Number: | 270786   | NEWSPAPERDOM   |
| Registration Number: | 243753   | EDITOR & PUBLISHER THE FOURTH ESTATE   |
| Registration Number: | 234944   | EDITOR & PUBLISHER THE OLDEST PUBLISHERS' AND<br>ADVERTISERS' JOURNAL IN AMERICA |
| Serial Number:       | 78861889 | COUTURE JEWELLERY COLLECTION AND CONFERENCE                                      |
| Serial Number:       | 78841999 | TRAINING SOLUTIONS   |
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| Serial Number:       | 78841062 | EUROPA STAR                    |
| Serial Number:       | 78841058 | EUROPA STAR                    |
| Serial Number:       | 78813359 | ACTORFEST                      |
| Serial Number:       | 78801067 | ICON AWARDS                    |
| Serial Number:       | 78741942 | ELITE RUNNING STORE CONFERENCE |
| Serial Number:       | 78739070 | SOURCEDIRECT                   |
| Serial Number:       | 78722249 | KIDS DRAW                      |
| Serial Number:       | 78669401 | PRESENTATIONS                  |
| Serial Number:       | 78645931 | MECCA                          |
| Serial Number:       | 78645923 | MECCA                          |
| Serial Number:       | 78594116 | BILLBOARD                      |
| Serial Number:       | 78590597 | RING MASTERS                   |
| Serial Number:       | 78588484 | POP 100                        |
| Serial Number:       | 78535926 | COUTURE INTERNATIONAL JEWELER  |
| Serial Number:       | 78521634 | ADFREAK                        |
| Serial Number:       | 78508530 | KIRKUS                         |
| Serial Number:       | 78444478 | SIGNATURE SALONS               |
| Serial Number:       | 78432196 | THE BOOK STANDARD              |
| Serial Number:       | 78399439 | ADWEEK'S WORK                  |
| Serial Number:       | 78377201 | ADWEEK'S MARKETING Y MEDIOS    |
| Registration Number: | 1995711  | AB                             |

**CORRESPONDENCE DATA**

Fax Number: (202)756-9299  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 202-756-9292  
Email: christine.wilson@thomson.com  
Correspondent Name: Corporation Service Company  
Address Line 1: 1133 Avenue of the Americas  
Address Line 2: Suite 3100  
Address Line 4: New York, NEW YORK 10036

|                    |                    |
|--------------------|--------------------|
| NAME OF SUBMITTER: | Christine Wilson   |
| Signature:         | /CHRISTINE WILSON/ |
| Date:              | 09/08/2006         |

Total Attachments: 98  
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INTELLECTUAL PROPERTY SECURITY AGREEMENT

dated as of

August 9, 2006

among

NIELSEN FINANCE LLC,

THE OTHER GRANTORS IDENTIFIED HEREIN

and

CITIBANK, N.A.,

as Collateral Agent

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*Schedules*

Schedule I Intellectual Property

*Exhibits*

Exhibit I Form of Supplement

INTELLECTUAL PROPERTY SECURITY  
AGREEMENT dated as of August 9, 2006 among NIELSEN  
FINANCE LLC (the “**U.S. Borrower**”), the other Grantors  
identified herein and who become a party hereto from time to time  
and CITIBANK, N.A., as Collateral Agent.

Reference is made to the Credit Agreement dated as of August 9, 2006 (as amended, supplemented or otherwise modified from time to time, the “**Credit Agreement**”), among the U.S. Borrower, VNU Holding and Finance B.V., VNU, Inc., the Guarantors party thereto from time to time, the lenders and other parties thereto from time to time and CITIBANK, N.A., as Administrative Agent. The Lenders have agreed to extend credit to the Borrowers subject to the terms and conditions set forth in the Credit Agreement. The obligations of the Lenders to extend such credit are conditioned upon, among other things, the execution and delivery of this Agreement. The Guarantors are affiliates of the Borrowers, will derive substantial benefits from the extension of credit to the Borrowers pursuant to the Credit Agreement and are willing to execute and deliver this Agreement in order to induce the Lenders to extend such credit. Accordingly, the parties hereto agree as follows:

ARTICLE I

*Definitions*

SECTION 1.01. *Credit Agreement.* (a) Capitalized terms used in this Agreement and not otherwise defined herein have the meanings specified in the Credit Agreement. All terms defined in the New York UCC (as defined herein) and not defined in this Agreement have the meanings specified therein; the term “instrument” shall have the meaning specified in Article 9 of the New York UCC.

(b) The rules of construction specified in Article I of the Credit Agreement also apply to this Agreement.

SECTION 1.02. *Other Defined Terms.* As used in this Agreement, the following terms have the meanings specified below:

“**After-Acquired Intellectual Property**” has the meaning assigned to such term in Section 2.04(d).

“**Agreement**” means this Intellectual Property Security Agreement.

“**Claiming Party**” has the meaning assigned to such term in Section 4.02.

“**Collateral**” has the meaning assigned to such term in Section 2.01(a).

“**Contributing Party**” has the meaning assigned to such term in Section 4.02.

**“Copyright License”** means any written agreement, now or hereafter in effect, granting any right to any third party under any copyright now or hereafter owned by any Grantor or that such Grantor otherwise has the right to license, or granting any right to any Grantor under any copyright now or hereafter owned by any third party, and all rights of such Grantor under any such agreement.

**“Copyrights”** means all of the following now owned or hereafter acquired by any Grantor: (a) all copyright rights in any work subject to the copyright laws of the United States or any other country, whether as author, assignee, transferee or otherwise, and (b) all registrations and applications for registration of any such copyright in the United States or any other country, including registrations, recordings, supplemental registrations and pending applications for registration in the United States Copyright Office, including those listed on Schedule I.

**“Credit Agreement”** has the meaning assigned to such term in the preliminary statement of this Agreement.

**“Grantor”** means each of the U.S. Borrower, VNU, Inc., each Guarantor that is a party hereto, and each Guarantor that is a Domestic Subsidiary that becomes a party to this Agreement after the Closing Date.

**“Intellectual Property”** means all intellectual and similar property of every kind and nature now owned or hereafter acquired by any Grantor, including inventions, designs, Patents, Copyrights, Licenses, Trademarks, trade secrets, confidential or proprietary technical and business information, know-how, show-how or other data or information, software and databases and all embodiments or fixations thereof and related documentation, registrations and franchises, and all additions, improvements and accessions to, and books and records describing or used in connection with, any of the foregoing.

**“Intellectual Property Collateral”** means Collateral consisting of Intellectual Property.

**“Intellectual Property Security Agreement Supplement”** means an instrument in the form of Exhibit I hereto.

**“License”** means any Patent License, Trademark License, Copyright License or other license or sublicense agreement to which any Grantor is a party, including those listed on Schedule I.

**“New York UCC”** means the Uniform Commercial Code as from time to time in effect in the State of New York.

**“Patent License”** means any written agreement, now or hereafter in effect, granting to any third party any right to make, use or sell any invention on which a patent, now or hereafter owned by any Grantor or that any Grantor otherwise has the right to license, is in existence, or granting to any Grantor any right to make, use or sell any



invention on which a patent, now or hereafter owned by any third party, is in existence, and all rights of any Grantor under any such agreement.

“**Patents**” means all of the following now owned or hereafter acquired by any Grantor: (a) all letters patent of the United States or the equivalent thereof in any other country, all registrations and recordings thereof, and all applications for letters patent of the United States or the equivalent thereof in any other country, including registrations, recordings and pending applications in the United States Patent and Trademark Office or any similar offices in any other country, including those listed on Schedule I, and (b) all reissues, continuations, divisions, continuations-in-part, renewals or extensions thereof, and the inventions disclosed or claimed therein, including the right to make, use and/or sell the inventions disclosed or claimed therein.

“**Proceeds**” has the meaning specified in Section 9-102 of the New York UCC.

“**Security Interest**” has the meaning assigned to such term in Section 2.01(a).

“**Trademark License**” means any written agreement, now or hereafter in effect, granting to any third party any right to use any trademark now or hereafter owned by any Grantor or that any Grantor otherwise has the right to license, or granting to any Grantor any right to use any trademark now or hereafter owned by any third party, and all rights of any Grantor under any such agreement.

“**Trademarks**” means all of the following now owned or hereafter acquired by any Grantor: (a) all trademarks, service marks, trade names, corporate names, company names, business names, fictitious business names, trade styles, trade dress, logos, other source or business identifiers, designs and general intangibles of like nature, now existing or hereafter adopted or acquired, all registrations and recordings thereof, and all registration and recording applications filed in connection therewith, including registrations and registration applications in the United States Patent and Trademark Office or any similar offices in any State of the United States or any other country or any political subdivision thereof, and all extensions or renewals thereof, including those listed on Schedule I, (b) all goodwill associated therewith or symbolized thereby and (c) all other assets, rights and interests that uniquely reflect or embody such goodwill.

## ARTICLE II

### *Security Interests*

SECTION 2.01. *Security Interest.* (a) As security for the payment or performance, as the case may be, in full of the Obligations, including the Guarantees, each Grantor hereby assigns and pledges to the Collateral Agent, its successors and assigns, for the benefit of the Secured Parties, and hereby grants to the Collateral Agent, its successors and assigns, for the benefit of the Secured Parties, a security interest (the “**Security Interest**”) in, all right, title or interest in or to any and all of the following

assets and properties now owned or at any time hereafter acquired by such Grantor or in which such Grantor now has or at any time in the future may acquire any right, title or interest (collectively, the “Collateral”):

- (i) all Copyrights;
- (ii) all Patents;
- (iii) all Trademarks;
- (iv) all Licenses;
- (v) all other Intellectual Property; and
- (vi) all Proceeds and products of any and all of the foregoing and all Supporting Obligations, collateral security and guarantees given by any Person with respect to any of the foregoing.

(b) Each Grantor hereby irrevocably authorizes the Collateral Agent for the benefit of the Secured Parties at any time and from time to time to file in any relevant jurisdiction any initial financing statements with respect to the Collateral or any part thereof and amendments thereto that contain the information required by Article 9 of the Uniform Commercial Code or the analogous legislation of each applicable jurisdiction for the filing of any financing statement or amendment, including whether such Grantor is an organization, the type of organization and any organizational identification number issued to such Grantor. Each Grantor agrees to provide such information to the Collateral Agent promptly upon request.

The Collateral Agent is further authorized to file with the United States Patent and Trademark Office or United States Copyright Office (or any successor office or any similar office in any other country) such documents as may be necessary or advisable for the purpose of perfecting, confirming, continuing, enforcing or protecting the Security Interest granted by each Grantor, without the signature of any Grantor, and naming any Grantor or the Grantors as debtors and the Collateral Agent as secured party.

(c) The Security Interest is granted as security only and shall not subject the Collateral Agent or any other Secured Party to, or in any way alter or modify, any obligation or liability of any Grantor with respect to or arising out of the Collateral.

SECTION 2.02. *Representations and Warranties.* The U.S. Borrower represents and warrants, as to itself and the other Grantors, to the Collateral Agent and the Secured Parties that:

(a) Each Grantor has good and valid rights in and title to the Collateral with respect to which it has purported to grant a Security Interest hereunder and has full power and authority to grant to the Collateral Agent the Security Interest in such Collateral pursuant hereto and to execute, deliver and perform its obligations in

accordance with the terms of this Agreement, without the consent or approval of any other Person other than any consent or approval that has been obtained.

(b) The Perfection Certificate has been duly prepared, completed and executed and the information set forth therein, including the exact legal name of each Grantor, is correct and complete in all material respects as of the Closing Date. The Uniform Commercial Code financing statements (including fixture filings, as applicable) or other appropriate filings, recordings or registrations prepared by the Collateral Agent based upon the information provided to the Collateral Agent in the Perfection Certificate for filing in each governmental, municipal or other office specified in the Perfection Certificate (or specified by notice from the applicable Borrower to the Collateral Agent after the Closing Date in the case of filings, recordings or registrations required by Section 6.11 of the Credit Agreement), are all the filings, recordings and registrations that are necessary to establish a legal, valid and perfected security interest in favor of the Collateral Agent (for the benefit of the Secured Parties) in respect of all Collateral in which the Security Interest may be perfected by filing, recording or registration in the United States (or any political subdivision thereof) and its territories and possessions, and no further or subsequent filing, refile, recording, rerecording, registration or reregistration is necessary in any such jurisdiction, except as provided in the next sentence and as provided under applicable law with respect to the filing of continuation statements. Each Grantor represents and warrants that a fully executed agreement in the form hereof and containing a description of all Collateral consisting of Intellectual Property with respect to United States Patents and United States registered Trademarks (and Trademarks for which United States registration applications are pending) and United States registered Copyrights have been delivered to the Collateral Agent for recording by the United States Patent and Trademark Office and the United States Copyright Office pursuant to 35 U.S.C. § 261, 15 U.S.C. § 1060 or 17 U.S.C. § 205 and the regulations thereunder, as applicable, and otherwise as may be required pursuant to the laws of any other necessary jurisdiction, to protect the validity of and to establish a legal, valid and perfected security interest in favor of the Collateral Agent (for the benefit of the Secured Parties) in respect of all Collateral consisting of Patents, Trademarks and Copyrights in which a security interest may be perfected by filing, recording or registration in the United States (or any political subdivision thereof) and its territories and possessions, and no further or subsequent filing, refile, recording, rerecording, registration or reregistration is necessary (other than such actions as are necessary to perfect the Security Interest with respect to any Collateral consisting of Patents, Trademarks and Copyrights (or registration or application for registration thereof) acquired or developed after the date hereof).

(c) The Security Interest constitutes (i) a legal and valid security interest in all the Collateral securing the payment and performance of the Obligations, including the Guarantees, (ii) subject to the filings described in Section 2.02(b), a perfected security interest in all Collateral in which a security interest may be perfected by filing, recording or registering a financing statement or analogous document in the United States (or any political subdivision thereof) and its territories and possessions pursuant to the Uniform Commercial Code and (iii) a security interest that shall be perfected in all Collateral in which a security interest may be perfected upon the receipt and recording of this

Agreement with the United States Patent and Trademark Office and the United States Copyright Office, as applicable, within the three-month period (commencing as of the date hereof) pursuant to 35 U.S.C. § 261 or 15 U.S.C. § 1060 or the one month period (commencing as of the date hereof) pursuant to 17 U.S.C. § 205. The Security Interest is and shall be prior to any other Lien on any of the Collateral, other than Liens expressly permitted pursuant to Section 7.01 of the Credit Agreement.

(d) The Collateral is owned by the Grantors free and clear of any Lien, except for Liens expressly permitted pursuant to Section 7.01 of the Credit Agreement. None of the Grantors has filed or consented to the filing of (i) any financing statement or analogous document under the Uniform Commercial Code or any other applicable laws covering any Collateral, (ii) any assignment in which any Grantor assigns any Collateral or any security agreement or similar instrument covering any Collateral with the United States Patent and Trademark Office or the United States Copyright Office or (iii) any assignment in which any Grantor assigns any Collateral or any security agreement or similar instrument covering any Collateral with any foreign governmental, municipal or other office, which financing statement or analogous document, assignment, security agreement or similar instrument is still in effect, except, in each case, after the Closing Date, for Liens expressly permitted pursuant to Section 7.01 of the Credit Agreement.

SECTION 2.03. *Covenants.* (a) The U.S. Borrower agrees promptly to notify the Collateral Agent in writing of any change (i) in legal name of any Grantor, (ii) in the identity or type of organization or corporate structure of any Grantor, or (iii) in the jurisdiction of organization of any Grantor.

(b) Each Grantor shall, at its own expense, take any and all commercially reasonable actions necessary to defend title to the Collateral against all Persons and to defend the Security Interest of the Collateral Agent in the Collateral and the priority thereof against any Lien not expressly permitted pursuant to Section 7.01 of the Credit Agreement.

(c) The U.S. Borrower agrees, on its own behalf and on behalf of each other Grantor, at its own expense, to execute, acknowledge, deliver and cause to be duly filed all such further instruments and documents and take all such actions as the Collateral Agent may from time to time reasonably request to better assure, preserve, protect and perfect the Security Interest and the rights and remedies created hereby, including the payment of any fees and taxes required in connection with the execution and delivery of this Agreement, the granting of the Security Interest and the filing of any financing statements or other documents in connection herewith or therewith.

Without limiting the generality of the foregoing, each Grantor hereby authorizes the Collateral Agent, with prompt notice thereof to the Grantors, to supplement this Agreement by supplementing Schedule I or adding additional schedules hereto to specifically identify any asset or item that may constitute Copyrights, Licenses, Patents or Trademarks; *provided* that any Grantor shall have the right, exercisable within 10 days after it has been notified by the Collateral Agent of the specific identification of such Collateral, to advise the Collateral Agent in writing of any inaccuracy of the

representations and warranties made by such Grantor hereunder with respect to such Collateral. Each Grantor agrees that it will use its best efforts to take such action as shall be necessary in order that all representations and warranties hereunder shall be true and correct with respect to such Collateral within 30 days after the date it has been notified by the Collateral Agent of the specific identification of such Collateral.

(d) At its option, the Collateral Agent may discharge past due taxes, assessments, charges, fees, Liens, security interests or other encumbrances at any time levied or placed on the Collateral and not permitted pursuant to Section 7.01 of the Credit Agreement, and may pay for the maintenance and preservation of the Collateral to the extent any Grantor fails to do so as required by the Credit Agreement or this Agreement and within a reasonable period of time after the Collateral Agent has requested that it do so, and each Grantor jointly and severally agrees to reimburse the Collateral Agent within 10 days after demand for any payment made or any reasonable expense incurred by the Collateral Agent pursuant to the foregoing authorization. Nothing in this paragraph shall be interpreted as excusing any Grantor from the performance of, or imposing any obligation on the Collateral Agent or any Secured Party to cure or perform, any covenants or other promises of any Grantor with respect to taxes, assessments, charges, fees, Liens, security interests or other encumbrances and maintenance as set forth herein or in the other Loan Documents.

(e) Each Grantor (rather than the Collateral Agent or any Secured Party) shall remain liable (as between itself and any relevant counterparty) to observe and perform all the conditions and obligations to be observed and performed by it under each contract, agreement or instrument relating to the Collateral, all in accordance with the terms and conditions thereof, and each Grantor jointly and severally agrees to indemnify and hold harmless the Collateral Agent and the Secured Parties from and against any and all liability for such performance.

SECTION 2.04. *As to Intellectual Property Collateral.* (a) Except to the extent failure to act could not reasonably be expected, individually or in the aggregate, to have a Material Adverse Effect, with respect to registration or pending application of each item of its Intellectual Property Collateral for which such Grantor has standing to do so, each Grantor agrees to take, at its expense, all steps, including, without limitation, in the U.S. Patent and Trademark Office, the U.S. Copyright Office and any other governmental authority located in the United States, to (i) maintain the validity and enforceability of any registered Intellectual Property Collateral (or applications therefor) and maintain such Intellectual Property Collateral in full force and effect, and (ii) pursue the registration and maintenance of each Patent, Trademark, or Copyright registration or application, now or hereafter included in such Intellectual Property Collateral of such Grantor, including, without limitation, the payment of required fees and taxes, the filing of responses to office actions issued by the U.S. Patent and Trademark Office, the U.S. Copyright Office or other governmental authorities, the filing of applications for renewal or extension, the filing of affidavits under Sections 8 and 15 or the U.S. Trademark Act, the filing of divisional, continuation, continuation-in-part, reissue and renewal applications or extensions, the payment of maintenance fees and the participation in

interference, reexamination, opposition, cancellation, infringement and misappropriation proceedings.

(b) Except as could not reasonably be expected, individually or in the aggregate, to have a Material Adverse Effect, no Grantor shall do or permit any act or knowingly omit to do any act whereby any of its Intellectual Property Collateral may lapse, be terminated, or become invalid or unenforceable or placed in the public domain (or in case of a trade secret, lose its competitive value).

(c) Except where failure to do so could not reasonably be expected, individually or in the aggregate, to have a Material Adverse Effect, each Grantor shall take all steps to preserve and protect each item of its Intellectual Property Collateral, including, without limitation, maintaining the quality of any and all products or services used or provided in connection with any of the Trademarks, consistent with the quality of the products and services as of the date hereof, and taking all steps necessary to ensure that all licensed users of any of the Trademarks abide by the applicable license's terms with respect to the standards of quality.

(d) Each Grantor agrees that, should it obtain an ownership or other interest in any Intellectual Property Collateral after the Closing Date ("**After-Acquired Intellectual Property**") (i) the provisions of this Agreement shall automatically apply thereto, and (ii) any such After-Acquired Intellectual Property and, in the case of Trademarks, the goodwill symbolized thereby, shall automatically become part of the Intellectual Property Collateral subject to the terms and conditions of this Agreement with respect thereto.

(e) Twice every fiscal year of the U.S. Borrower (beginning with the annual financial statements delivered for fiscal year 2006, at the time of delivery of annual financial statements and financial statements for the second fiscal quarter of each fiscal year), with respect to issued or registered Patents (or published applications therefor), Trademarks (or applications therefor), or registered Copyrights, each Grantor shall sign and deliver to the Administrative Agent an appropriate Intellectual Property Security Agreement with respect to all applicable Intellectual Property owned or exclusively licensed by it as of the last day of such period, to the extent that such Intellectual Property is not covered by any previous Intellectual Property Security Agreement so signed and delivered by it. In each case, it will promptly cooperate as reasonably necessary to enable the Administrative Agent to make any necessary or reasonably desirable recordings with the U.S. Copyright Office or the U.S. Patent and Trademark Office, as appropriate.

(f) Nothing in this Agreement prevents any Grantor from discontinuing the use or maintenance of any or its Intellectual Property Collateral to the extent permitted by the Credit Agreement if such Grantor determines in its reasonable business judgment that such discontinuance is desirable in the conduct of its business.

## ARTICLE III

*Remedies*

SECTION 3.01. *Remedies Upon Default.* Upon the occurrence and during the continuance of an Event of Default, each Grantor agrees to deliver each item of Collateral to the Collateral Agent on demand, and it is agreed that the Collateral Agent shall have the right, at the same or different times, with respect to any Collateral consisting of Intellectual Property, on demand, to cause the Security Interest to become an assignment, transfer and conveyance of any of or all such Collateral by the applicable Grantors to the Collateral Agent, or to license or sublicense, whether general, special or otherwise, and whether on an exclusive or nonexclusive basis, any such Collateral throughout the world on such terms and conditions and in such manner as the Collateral Agent shall determine (other than in violation of any then-existing licensing arrangements to the extent that waivers cannot be obtained), and, generally, to exercise any and all rights afforded to a secured party with respect to the Obligations under the Uniform Commercial Code or other applicable law. Without limiting the generality of the foregoing, each Grantor agrees that the Collateral Agent shall have the right, subject to the mandatory requirements of applicable law and the notice requirements described below, to sell or otherwise dispose of all or any part of the Collateral securing the Obligations at a public or private sale, for cash, upon credit or for future delivery as the Collateral Agent shall deem appropriate. Each such purchaser at any sale of Collateral shall hold the property sold absolutely, free from any claim or right on the part of any Grantor, and each Grantor hereby waives (to the extent permitted by law) all rights of redemption, stay and appraisal which such Grantor now has or may at any time in the future have under any rule of law or statute now existing or hereafter enacted.

The Collateral Agent shall give the applicable Grantors 10 days' written notice (which each Grantor agrees is reasonable notice within the meaning of Section 9-611 of the New York UCC or its equivalent in other jurisdictions) of the Collateral Agent's intention to make any sale of Collateral. Such notice, in the case of a public sale, shall state the time and place for such sale. Any such public sale shall be held at such time or times within ordinary business hours and at such place or places as the Collateral Agent may fix and state in the notice (if any) of such sale. At any such sale, the Collateral, or portion thereof, to be sold may be sold in one lot as an entirety or in separate parcels, as the Collateral Agent may (in its sole and absolute discretion) determine. The Collateral Agent shall not be obligated to make any sale of any Collateral if it shall determine not to do so, regardless of the fact that notice of sale of such Collateral shall have been given. The Collateral Agent may, without notice or publication, adjourn any public or private sale or cause the same to be adjourned from time to time by announcement at the time and place fixed for sale, and such sale may, without further notice, be made at the time and place to which the same was so adjourned. In case any sale of all or any part of the Collateral is made on credit or for future delivery, the Collateral so sold may be retained by the Collateral Agent until the sale price is paid by the purchaser or purchasers thereof, but the Collateral Agent shall not incur any liability in case any such purchaser or purchasers shall fail to take up and pay for the Collateral so sold and, in case of any such failure, such Collateral may be sold

again upon like notice. At any public (or, to the extent permitted by law, private) sale made pursuant to this Agreement, any Secured Party may bid for or purchase, free (to the extent permitted by law) from any right of redemption, stay, valuation or appraisal on the part of any Grantor (all said rights being also hereby waived and released to the extent permitted by law), the Collateral or any part thereof offered for sale and may make payment on account thereof by using any claim then due and payable to such Secured Party from any Grantor as a credit against the purchase price, and such Secured Party may, upon compliance with the terms of sale, hold, retain and dispose of such property without further accountability to any Grantor therefor. For purposes hereof, a written agreement to purchase the Collateral or any portion thereof shall be treated as a sale thereof; the Collateral Agent shall be free to carry out such sale pursuant to such agreement and no Grantor shall be entitled to the return of the Collateral or any portion thereof subject thereto, notwithstanding the fact that after the Collateral Agent shall have entered into such an agreement all Events of Default shall have been remedied and the Obligations paid in full. As an alternative to exercising the power of sale herein conferred upon it, the Collateral Agent may proceed by a suit or suits at law or in equity to foreclose this Agreement and to sell the Collateral or any portion thereof pursuant to a judgment or decree of a court or courts having competent jurisdiction or pursuant to a proceeding by a court-appointed receiver. Any sale pursuant to the provisions of this Section 3.01 shall be deemed to conform to the commercially reasonable standards as provided in Section 9-610(b) of the New York UCC or its equivalent in other jurisdictions.

SECTION 3.02. *Application of Proceeds.* The Collateral Agent shall apply the proceeds of any collection or sale of Collateral, including any Collateral consisting of cash, in the order provided for in Section 8.04 of the Credit Agreement. The Collateral Agent shall have absolute discretion as to the time of application of any such proceeds, moneys or balances in accordance with this Agreement. Upon any sale of Collateral by the Collateral Agent (including pursuant to a power of sale granted by statute or under a judicial proceeding), the receipt of the Collateral Agent or of the officer making the sale shall be a sufficient discharge to the purchaser or purchasers of the Collateral so sold and such purchaser or purchasers shall not be obligated to see to the application of any part of the purchase money paid over to the Collateral Agent or such officer or be answerable in any way for the misapplication thereof.

In making the determination and allocations required by this Section 3.02, the Collateral Agent may conclusively rely upon information supplied by the Administrative Agent as to the amounts of unpaid principal and interest and other amounts outstanding with respect to the Obligations, and the Collateral Agent shall have no liability to any of the Secured Parties for actions taken in reliance on such information, *provided* that nothing in this sentence shall prevent any Grantor from contesting any amounts claimed by any Secured Party in any information so supplied. All distributions made by the Collateral Agent pursuant to this Section 3.02 shall be (subject to any decree of any court of competent jurisdiction) final (absent manifest error), and the Collateral Agent shall have no duty to inquire as to the application by the Administrative Agent of any amounts distributed to it.



SECTION 3.03. *Grant of License to Use Intellectual Property.* For the purpose of enabling the Collateral Agent to exercise rights and remedies under this Agreement at such time as the Collateral Agent shall be lawfully entitled to exercise such rights and remedies, each Grantor shall, upon request by the Collateral Agent at any time after and during the continuance of an Event of Default, grant to the Collateral Agent an irrevocable, nonexclusive license (exercisable without payment of royalty or other compensation to the Grantors) to use, license or sublicense any of the Collateral consisting of Intellectual Property now owned or hereafter acquired by such Grantor, and wherever the same may be located, and including in such license reasonable access to all media in which any of the licensed items may be recorded or stored and to all computer software and programs used for the compilation or printout thereof. The use of such license by the Collateral Agent may be exercised, at the option of the Collateral Agent, during the continuation of an Event of Default; *provided* that any license, sublicense or other transaction entered into by the Collateral Agent in accordance herewith shall be binding upon the Grantors notwithstanding any subsequent cure of an Event of Default.

#### ARTICLE IV

##### *Indemnity, Subrogation and Subordination*

SECTION 4.01. *Indemnity.* In addition to all such rights of indemnity and subrogation as the Grantors may have under applicable law (but subject to Section 4.03), each Borrower agrees that in the event any assets of any Grantor shall be sold pursuant to this Agreement or any other Collateral Document to satisfy in whole or in part an obligation owed to any Secured Party, the relevant Borrower shall indemnify such Grantor in an amount equal to the greater of the book value or the fair market value of the assets so sold.

SECTION 4.02. *Contribution and Subrogation.* Each Grantor other than the U.S. Borrower (a “**Contributing Party**”) agrees (subject to Section 4.03) that, in the event assets of any other Grantor other than the U.S. Borrower shall be sold pursuant to any Collateral Document to satisfy any Obligation owed to any Secured Party and such other Grantors (the “**Claiming Party**”) shall not have been fully indemnified by the relevant Borrower as provided in Section 4.01, the Contributing Party shall indemnify the Claiming Party in an amount equal to the greater of the book value or the fair market value of such assets, in each case multiplied by a fraction of which the numerator shall be the net worth of the Contributing Party on the date hereof and the denominator shall be the aggregate net worth of all the Grantors on the date hereof (or, in the case of any Grantor becoming a party hereto pursuant to Section 5.14, the date of the Intellectual Property Security Agreement Supplement executed and delivered by such Grantor). Any Contributing Party making any payment to a Claiming Party pursuant to this Section 4.02 shall be subrogated to the rights of such Claiming Party to the extent of such payment.

SECTION 4.03. *Subordination.* (a) Notwithstanding any provision of this Agreement to the contrary, all rights of the Grantors under Sections 4.01 and 4.02 and all other rights of indemnity, contribution or subrogation under applicable law or otherwise shall be fully subordinated to the indefeasible payment in full in cash of the

Obligations. No failure on the part of any Borrower or any Grantor to make the payments required by Sections 4.01 and 4.02 (or any other payments required under applicable law or otherwise) shall in any respect limit the obligations and liabilities of any Grantor with respect to its obligations hereunder, and each Grantor shall remain liable for the full amount of the obligations of such Grantor hereunder.

(b) Each Grantor hereby agrees that upon the occurrence and during the continuance of an Event of Default and after notice from the Collateral Agent all Indebtedness owed to it by any Subsidiary shall be fully subordinated to the indefeasible payment in full in cash of the Obligations.

## ARTICLE V

### *Miscellaneous*

SECTION 5.01. *Notices.* All communications and notices hereunder shall (except as otherwise expressly permitted herein) be in writing and given as provided in Section 10.02 of the Credit Agreement. All communications and notices hereunder to any Grantor other than the U.S. Borrower shall be given to it in care of the U.S. Borrower as provided in Section 10.02 of the Credit Agreement.

SECTION 5.02. *Waivers; Amendment.* (a) No failure or delay by any Secured Party in exercising any right or power hereunder or under any other Loan Document shall operate as a waiver thereof, nor shall any single or partial exercise of any such right or power, or any abandonment or discontinuance of steps to enforce such a right or power, preclude any other or further exercise thereof or the exercise of any other right or power. The rights and remedies of the Secured Parties hereunder and under the other Loan Documents are cumulative and are not exclusive of any rights or remedies that they would otherwise have. No waiver of any provision of this Agreement or consent to any departure by any Loan Party therefrom shall in any event be effective unless the same shall be permitted by paragraph (b) of this Section 5.02, and then such waiver or consent shall be effective only in the specific instance and for the purpose for which given. Without limiting the generality of the foregoing, the making of a Loan or issuance of a Letter of Credit shall not be construed as a waiver of any Default, regardless of whether any Secured Party may have had notice or knowledge of such Default at the time. No notice or demand on any Loan Party in any case shall entitle any Loan Party to any other or further notice or demand in similar or other circumstances.

(b) Neither this Agreement nor any provision hereof may be waived, amended or modified except pursuant to an agreement or agreements in writing entered into by the Collateral Agent and the Loan Party or Loan Parties with respect to which such waiver, amendment or modification is to apply, subject to any consent required in accordance with Section 10.01 of the Credit Agreement.

SECTION 5.03. *Collateral Agent's Fees and Expenses; Indemnification.*  
 (a) The parties hereto agree that the Collateral Agent shall be entitled to reimbursement of its expenses incurred hereunder as provided in Section 10.04 of the Credit Agreement.

(b) Without limitation of its indemnification obligations under the other Loan Documents, the U.S. Borrower agrees to indemnify the Collateral Agent and the other Indemnitees (as defined in Section 10.05 of the Credit Agreement) against, and hold each Indemnitee harmless from, any and all losses, claims, damages, liabilities and related expenses, including the reasonable fees, charges and disbursements of any counsel for any Indemnitee, incurred by or asserted against any Indemnitee arising out of, in connection with, or as a result of, the execution, delivery or performance of this Agreement or any claim, litigation, investigation or proceeding relating to any of the foregoing or any agreement or instrument contemplated hereby, or to the Collateral, whether or not any Indemnitee is a party thereto; *provided* that such indemnity shall not, as to any Indemnitee, be available to the extent that such losses, claims, damages, liabilities or related expenses are determined by a court of competent jurisdiction by final and nonappealable judgment to have resulted from the gross negligence or willful misconduct of such Indemnitee or of any Affiliate, director, officer, employee, counsel, agent or attorney-in-fact of such Indemnitee.

(c) Any such amounts payable as provided hereunder shall be additional Obligations secured hereby and by the other Collateral Documents. The provisions of this Section 5.03 shall remain operative and in full force and effect regardless of the termination of this Agreement or any other Loan Document, the consummation of the transactions contemplated hereby, the repayment of any of the Obligations, the invalidity or unenforceability of any term or provision of this Agreement or any other Loan Document, or any investigation made by or on behalf of the Collateral Agent or any other Secured Party. All amounts due under this Section 5.03 shall be payable within 10 days of written demand therefor.

SECTION 5.04. *Successors and Assigns.* Whenever in this Agreement any of the parties hereto is referred to, such reference shall be deemed to include the permitted successors and assigns of such party; and all covenants, promises and agreements by or on behalf of any Grantor or the Collateral Agent that are contained in this Agreement shall bind and inure to the benefit of their respective successors and assigns.

SECTION 5.05. *Survival of Agreement.* All covenants, agreements, representations and warranties made by the Loan Parties in the Loan Documents and in the certificates or other instruments prepared or delivered in connection with or pursuant to this Agreement or any other Loan Document shall be considered to have been relied upon by the Secured Parties and shall survive the execution and delivery of the Loan Documents and the making of any Loans and issuance of any Letters of Credit, regardless of any investigation made by any Secured Party or on its behalf and notwithstanding that any Secured Party may have had notice or knowledge of any Default or incorrect representation or warranty at the time any credit is extended under the Credit Agreement, and shall continue in full force and effect as long as the principal of or any accrued interest on any Loan or any fee or any other amount payable under any Loan Document is outstanding and unpaid or any Letter of Credit is outstanding and so long as the Commitments have not expired or terminated.

SECTION 5.06. *Counterparts; Effectiveness; Several Agreement.* This Agreement may be executed in counterparts, each of which shall constitute an original but all of which when taken together shall constitute a single contract. Delivery of an executed signature page to this Agreement by facsimile transmission shall be as effective as delivery of a manually signed counterpart of this Agreement. This Agreement shall become effective as to any Loan Party when a counterpart hereof executed on behalf of such Loan Party shall have been delivered to the Collateral Agent and a counterpart hereof shall have been executed on behalf of the Collateral Agent, and thereafter shall be binding upon such Loan Party and the Collateral Agent and their respective permitted successors and assigns, and shall inure to the benefit of such Loan Party, the Collateral Agent and the other Secured Parties and their respective successors and assigns, except that no Loan Party shall have the right to assign or transfer its rights or obligations hereunder or any interest herein or in the Collateral (and any such assignment or transfer shall be void) except as expressly contemplated by this Agreement or the Credit Agreement. This Agreement shall be construed as a separate agreement with respect to each Loan Party and may be amended, modified, supplemented, waived or released with respect to any Loan Party without the approval of any other Loan Party and without affecting the obligations of any other Loan Party hereunder.

SECTION 5.07. *Severability.* Any provision of this Agreement held to be invalid, illegal or unenforceable in any jurisdiction shall, as to such jurisdiction, be ineffective to the extent of such invalidity, illegality or unenforceability without affecting the validity, legality and enforceability of the remaining provisions hereof; and the invalidity of a particular provision in a particular jurisdiction shall not invalidate such provision in any other jurisdiction. The parties shall endeavor in good-faith negotiations to replace the invalid, illegal or unenforceable provisions with valid provisions the economic effect of which comes as close as possible to that of the invalid, illegal or unenforceable provisions.

SECTION 5.08. *Right of Set-Off.* In addition to any rights and remedies of the Secured Parties provided by Law and the Credit Agreement, upon the occurrence and during the continuance of any Event of Default, each Secured Party and its Affiliates is authorized at any time and from time to time, without prior notice to the U.S. Borrower or any other Loan Party, any such notice being waived by the U.S. Borrower and each Loan Party to the fullest extent permitted by applicable Law, to set off and apply any and all deposits (general or special, time or demand, provisional or final) at any time held by, and other Indebtedness at any time owing by, such Secured Party and its Affiliates to or for the credit or the account of the respective Loan Parties against any and all obligations owing to such Secured Party and its Affiliates hereunder, now or hereafter existing, irrespective of whether or not such Secured Party or Affiliate shall have made demand under this Agreement and although such obligations may be contingent or unmaturing or denominated in a currency different from that of the applicable deposit or Indebtedness. Each Secured Party agrees promptly to notify the U.S. Borrower and the Collateral Agent after any such set off and application made by such Secured Party; *provided*, that the failure to give such notice shall not affect the validity of such setoff and application. The rights of each Secured Party under this Section 6.08 are in addition to other rights and remedies (including other rights of setoff) that such Secured Party may have.

SECTION 5.09. *Governing Law; Jurisdiction; Consent to Service of Process.* (a) This Agreement shall be construed in accordance with and governed by the law of the State of New York.

(b) Each of the Loan Parties hereby irrevocably and unconditionally submits, for itself and its property, to the nonexclusive jurisdiction of the Supreme Court of the State of New York sitting in New York County and of the United States District Court of the Southern District of New York, and any appellate court from any thereof, in any action or proceeding arising out of or relating to this Agreement or any other Loan Document, or for recognition or enforcement of any judgment, and each of the parties hereto hereby irrevocably and unconditionally agrees that all claims in respect of any such action or proceeding may be heard and determined in such New York State or, to the extent permitted by law, in such Federal court. Each of the parties hereto agrees that a final judgment in any such action or proceeding shall be conclusive and may be enforced in other jurisdictions by suit on the judgment or in any other manner provided by law. Nothing in this Agreement or any other Loan Document shall affect any right that any Secured Party may otherwise have to bring any action or proceeding relating to this Agreement or any other Loan Document against any Grantor or its properties in the courts of any jurisdiction.

(c) Each of the Loan Parties hereby irrevocably and unconditionally waives, to the fullest extent it may legally and effectively do so, any objection which it may now or hereafter have to the laying of venue of any suit, action or proceeding arising out of or relating to this Agreement or any other Loan Document in any court referred to in paragraph (b) of this Section 5.09. Each of the parties hereto hereby irrevocably waives, to the fullest extent permitted by law, the defense of an inconvenient forum to the maintenance of such action or proceeding in any such court.

(d) Each party to this Agreement irrevocably consents to service of process in the manner provided for notices in Section 5.01. Nothing in this Agreement or any other Loan Document will affect the right of any party to this Agreement to serve process in any other manner permitted by law.

SECTION 5.10. WAIVER OF JURY TRIAL. EACH PARTY HERETO HEREBY WAIVES, TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, ANY RIGHT IT MAY HAVE TO A TRIAL BY JURY IN ANY LEGAL PROCEEDING DIRECTLY OR INDIRECTLY ARISING OUT OF OR RELATING TO THIS AGREEMENT, ANY OTHER LOAN DOCUMENT OR THE TRANSACTIONS CONTEMPLATED HEREBY (WHETHER BASED ON CONTRACT, TORT OR ANY OTHER THEORY). EACH PARTY HERETO (A) CERTIFIES THAT NO REPRESENTATIVE, AGENT OR ATTORNEY OF ANY OTHER PARTY HAS REPRESENTED, EXPRESSLY OR OTHERWISE, THAT SUCH OTHER PARTY WOULD NOT, IN THE EVENT OF LITIGATION, SEEK TO ENFORCE THE FOREGOING WAIVER AND (B) ACKNOWLEDGES THAT IT AND THE OTHER PARTIES HERETO HAVE BEEN INDUCED TO ENTER INTO THIS AGREEMENT BY, AMONG OTHER THINGS, THE MUTUAL WAIVERS AND CERTIFICATIONS IN THIS SECTION 5.10.

SECTION 5.11. *Headings*. Article and Section headings and the Table of Contents used herein are for convenience of reference only, are not part of this Agreement and are not to affect the construction of, or to be taken into consideration in interpreting, this Agreement.

SECTION 5.12. *Security Interest Absolute*. All rights of the Collateral Agent hereunder, the Security Interest, the grant of a security interest in the Pledged Collateral and all obligations of each Grantor hereunder shall be absolute and unconditional irrespective of (a) any lack of validity or enforceability of the Credit Agreement, any other Loan Document, any agreement with respect to any of the Obligations or any other agreement or instrument relating to any of the foregoing, (b) any change in the time, manner or place of payment of, or in any other term of, all or any of the Obligations, or any other amendment or waiver of or any consent to any departure from the Credit Agreement, any other Loan Document or any other agreement or instrument, (c) any exchange, release or non-perfection of any Lien on other collateral, or any release or amendment or waiver of or consent under or departure from any guarantee, securing or guaranteeing all or any of the Obligations or (d) any other circumstance that might otherwise constitute a defense available to, or a discharge of, any Grantor in respect of the Obligations or this Agreement.

SECTION 5.13. *Termination or Release*. (a) This Agreement, the Security Interest and all other security interests granted hereby shall terminate when all the outstanding Obligations have been paid in full and the Lenders have no further commitment to lend under the Credit Agreement, the L/C Obligations have been reduced to zero and the L/C Issuers have no further obligations to issue Letters of Credit under the Credit Agreement.

(b) A Grantor (other than the U.S. Borrower) shall automatically be released from its obligations hereunder and the Security Interest in the Collateral of such Grantor shall be automatically released upon the consummation of any transaction permitted by the Credit Agreement as a result of which such Grantor ceases to be a Guarantor; *provided* that the Required Lenders shall have consented to such transaction (to the extent required by the Credit Agreement) and the terms of such consent did not provide otherwise.

(c) Upon any sale or other transfer by any Grantor of any Collateral (other than any transfer of Collateral to another Grantor) that is permitted under the Credit Agreement, or upon the effectiveness of any written consent to the release of the security interest granted hereby in any Collateral pursuant to Section 10.01 of the Credit Agreement, the security interest in such Collateral shall be automatically released.

(d) In connection with any termination or release pursuant to paragraph (a), (b) or (c), the Collateral Agent shall execute and deliver to any Grantor, at such Grantor's expense, all documents that such Grantor shall reasonably request to evidence such termination or release. Any execution and delivery of documents pursuant to this Section 5.13 shall be without recourse to or warranty by the Collateral Agent.

SECTION 5.14. *Additional Restricted Subsidiaries.* Pursuant to Section 6.11 of the Credit Agreement, certain Restricted Subsidiaries of the Loan Parties that were not in existence or not Restricted Subsidiaries on the date of the Credit Agreement are required to enter in this Agreement as Grantors upon becoming Restricted Subsidiaries. Upon execution and delivery by the Collateral Agent and a Restricted Subsidiary of an Intellectual Property Security Agreement Supplement, such Restricted Subsidiary shall become a Grantor hereunder with the same force and effect as if originally named as a Grantor herein. The execution and delivery of any such instrument shall not require the consent of any other Loan Party hereunder. The rights and obligations of each Loan Party hereunder shall remain in full force and effect notwithstanding the addition of any new Loan Party as a party to this Agreement.

SECTION 5.15. *General Authority of the Collateral Agent.* By acceptance of the benefits of this Agreement and any other Collateral Documents, each Secured Party (whether or not a signatory hereto) shall be deemed irrevocably (a) to consent to the appointment of the Collateral Agent as its agent hereunder and under such other Collateral Documents, (b) to confirm that the Collateral Agent shall have the authority to act as the exclusive agent of such Secured Party for the enforcement of any provisions of this Agreement and such other Collateral Documents against any Grantor, the exercise of remedies hereunder or thereunder and the giving or withholding of any consent or approval hereunder or thereunder relating to any Collateral or any Grantor's obligations with respect thereto, (c) to agree that it shall not take any action to enforce any provisions of this Agreement or any other Collateral Document against any Grantor, to exercise any remedy hereunder or thereunder or to give any consents or approvals hereunder or thereunder except as expressly provided in this Agreement or any other Collateral Document and (d) to agree to be bound by the terms of this Agreement and any other Collateral Documents.

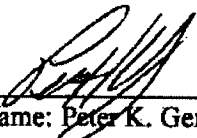
SECTION 5.16. *Collateral Agent Appointed Attorney-in-Fact.* Each Grantor hereby appoints the Collateral Agent the attorney-in-fact of such Grantor for the purpose of carrying out the provisions of this Agreement and taking any action and executing any instrument that the Collateral Agent may deem necessary or advisable to accomplish the purposes hereof at any time after and during the continuance of an Event of Default, which appointment is irrevocable and coupled with an interest. Without limiting the generality of the foregoing, the Collateral Agent shall have the right, upon the occurrence and during the continuance of an Event of Default and notice by the Collateral Agent to the U.S. Borrower of its intent to exercise such rights, with full power of substitution either in the Collateral Agent's name or in the name of such Grantor (a) to receive, endorse, assign and/or deliver any and all notes, acceptances, checks, drafts, money orders or other evidences of payment relating to the Collateral or any part thereof; (b) to demand, collect, receive payment of, give receipt for and give discharges and releases of all or any of the Collateral; (c) to commence and prosecute any and all suits, actions or proceedings at law or in equity in any court of competent jurisdiction to collect or otherwise realize on all or any of the Collateral or to enforce any rights in respect of any Collateral; (d) to settle, compromise, compound, adjust or defend any actions, suits or proceedings relating to all or any of the Collateral; and (e) to use, sell, assign, transfer, pledge, make any agreement with respect to or otherwise deal with all or any of the

Collateral, and to do all other acts and things necessary to carry out the purposes of this Agreement, as fully and completely as though the Collateral Agent were the absolute owner of the Collateral for all purposes; *provided* that nothing herein contained shall be construed as requiring or obligating the Collateral Agent to make any commitment or to make any inquiry as to the nature or sufficiency of any payment received by the Collateral Agent, or to present or file any claim or notice, or to take any action with respect to the Collateral or any part thereof or the moneys due or to become due in respect thereof or any property covered thereby. The Collateral Agent and the other Secured Parties shall be accountable only for amounts actually received as a result of the exercise of the powers granted to them herein, and neither they nor their officers, directors, employees or agents shall be responsible to any Grantor for any act or failure to act hereunder, except for their own gross negligence or willful misconduct or that of any of their Affiliates, directors, officers, employees, counsel, agents or attorneys-in-fact.




**IN WITNESS WHEREOF**, the parties hereto have caused this Agreement to be duly executed as of the date first above written.

NIELSEN FINANCE LLC


By:   
Name: Peter K. Gersky  
Title: Assistant Treasurer

NIELSEN FINANCE CO.

By:   
Name: Peter K. Gersky  
Title: Assistant Treasurer

*Signature Page to IP Security Agreement*


A. C. NIELSEN (ARGENTINA) S.A.  
A. C. NIELSEN COMPANY  
AC NIELSEN (US), INC.  
AC NIELSEN HCI, LLC  
ACN HOLDINGS INC.  
ACNIELSEN CORPORATION  
ACNIELSEN EDI II, INC.  
ACNIELSEN INTERNATIONAL RESEARCH  
(UNITED STATES) LIMITED  
BBI MARKETING SERVICES, INC.  
BDS (CANADA), LLC  
BILLBOARD CAFES, INC.  
BROADCAST DATA SYSTEMS, LLC  
CLARITAS INC.  
CONSUMER RESEARCH SERVICES, INC.  
DECISIONS MADE EASY, INC.  
EMIS (CANADA), LLC  
FOREMOST EXHIBITS, INC.  
H R INDUSTRIES, INC.  
MFI HOLDINGS, INC.  
NIELSEN EDI, INC.  
NIELSEN ENTERTAINMENT, LLC  
NIELSEN HOLDINGS, INC.  
NIELSEN LEASING CORPORATION  
NIELSEN MEDIA RESEARCH, INC.  
NIELSEN NATIONAL RESEARCH GROUP, INC.  
PANEL INTERNATIONAL S.A.  
PERQ/HCI, LLC  
SPECTRA MARKETING SYSTEMS, INC.  
SRDS, INC.  
TRADE DIMENSIONS INTERNATIONAL, INC.  
VNU BUSINESS MEDIA, INC.  
VNU EMEDIA, INC.  
VNU EXPOSITIONS, INC.  
VNU MARKETING INFORMATION, INC.  
VNU MEDIA MEASUREMENT &  
INFORMATION, INC.  
VNU USA PROPERTY MANAGEMENT, INC.  
VNU, INC.  
VNU/SRDS MANAGEMENT CO., INC.

By:   
Name: Peter K. Gersky  
Title: Treasurer

*Signature Page to IP Security Agreement*

TRADEMARK  
REEL: 003385 FRAME: 0561

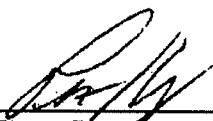
ATHENIAN LEASING CORPORATION  
NMR INVESTING I, INC.

By:   
Name: Peter K. Gersky  
Title: Executive Vice President

*Signature Page to IP Security Agreement*

NMR LICENSING ASSOCIATES, L.P.  
A LIMITED PARTNERSHIP

BY: NMR INVESTING I, INC.,  
ITS GENERAL PARTNER

By:   
Name: Peter K. Gersky  
Title: Executive Vice President

*Signature Page to IP Security Agreement*

TRADEMARK  
REEL: 003385 FRAME: 0563

NESLEIN HOLDINGS, L.L.C.  
A LIMITED LIABILITY COMPANY

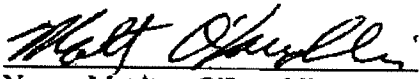
BY: ACNIELSEN CORPORATION,  
ITS SOLE MEMBER

By:   
Name: Peter K. Gersky  
Title: Treasurer

*Signature Page to LP Security Agreement*

TRADEMARK  
REEL: 003385 FRAME: 0564


GLOBAL MEDIA USA, LLC  
INTERACTIVE MARKET SYSTEMS, INC.

By:   
Name: Matthew O'Laughlin  
Title: Vice President

*Signature Page to IP Security Agreement*

TRADEMARK  
REEL: 003385 FRAME: 0565

ART HOLDING, L.L.C.  
CZT/ACN TRADEMARKS, L.L.C.

By:   
Name: Michael E. Elias  
Title: President

*Signature Page Security Agreement*

TRADEMARK  
REEL: 003385 FRAME: 0566

CITIBANK, N.A., as  
Collateral Agent

By

Caesar W. Wyszomirski

Name: Caesar W. Wyszomirski  
Title: Vice President

*Signature Page to IP Security Agreement*

TRADEMARK  
REEL: 003385 FRAME: 0567



**UNITED STATES PATENTS:**

**Patent Registrations:**

| <b>Owner<sup>1</sup></b> | <b>Registration No.</b> | <b>Registration Date</b> | <b>Description</b>  |
|--------------------------|-------------------------|--------------------------|---|
| NMR                      | 5,379,345               | 1/3/95                   | Method and Apparatus for the Processing of Encoded Data in Conjunction with an Audio Broadcast              |
| NMR                      | 5,550,928               | 8/27/96                  | Audience Measurement System and Method  |
| NMR                      | 5,771,307               | 6/23/98                  | Audience Measurement System and Method  |
| NMR                      | 5,488,408               | 1/30/96                  | Attachment for Metering Channel Serial Data   |
| NMR                      | 5,481,294               | 1/2/96                   | Audience Measurement System   |
| NMR                      | 5,584,050               | 12/10/96                 | PROGRAM MONITORING SYSTEM   |
| NMR                      | 5,594,934               | 1/14/97                  | Real Time Correlation Meter   |
| NMR                      | 5,450,122               | 9/12/95                  | In-Station Television Program Encoding and Monitoring System and Method                                     |
| NMR                      | 6,647,548               | 11/11/03                 | Coded/Non-Coded Program Audience Measurement System   |
| NMR                      | 5,889,548               | 3/30/99                  | Television Receiver Use Metering with Separate Program and Sync Detectors                                   |
| NMR                      | 6,675,383               | 1/6/04                   | Source Detection Apparatus and Method For Audience Measurement  |
| NMR                      | 6,513,161               | 1/28/03                  | Source Detection Apparatus and Method For Audience Measurement  |
| NMR                      | 6,434,614               | 8/13/02                  | Tracking of Internet Advertisements Using Banner Tags   |
| NMR                      | 6,327,619               | 12/4/01                  | Metering of Internet Content Using a Control  |
| NMR                      | 6,523,175               | 2/18/03                  | Methods and Apparatus for Identifying the Source of a User Selected Signal Via Intermediate Frequency Probe |
| NMR                      | 6,272,176               | 8/7/01                   | Broadcast Encoding System and Method  |
| NMR                      | 6,504,870               | 1/7/03                   | Broadcast Encoding System and Method  |
| NMR                      | 6,621,881               | 9/16/03                  | Broadcast Encoding System and Method  |
| NMR                      | 6,807,230               | 10/19/04                 | Broadcast Encoding System and Method  |

<sup>1</sup> ACN: A.C. Nielsen (US), Inc.  
BDS: Broadcast Data Systems, LLC  
NMR: Nielsen Media Research, Inc.  
VNUM: VNU Marketing Information, Inc.

Schedule I to the  
Intellectual Property  
Security Agreement

| Owner <sup>1</sup> | Registration No. | Registration Date | Description  |
|--------------------|------------------|-------------------|--|
| NMR                | 7,006,555        | 2/28/06           | Broadcast Encoding System and Method   |
| NMR                | 6,108,637        | 8/22/00           | CONTENT DISPLAY MONITOR  |
| NMR                | 6,510,462        | 1/21/03           | COLLECTION OF IMAGES IN WEB USE REPORTING SYSTEM   |
| NMR                | 6,460,079        | 10/1/02           | METHOD AND SYSTEM FOR THE DISCOVERY OF COOKIES AND OTHER CLIENT INFORMATION  |
| NMR                | 6,529,952        | 3/4/03            | METHOD AND SYSTEM FOR THE COLLECTION OF COOKIES AND OTHER INFORMATION FROM A PANEL   |
| NMR                | 6,968,564        | 11/22/05          | MULTI-BAND SPECTRAL AUDIO ENCODING   |
| NMR                | 6,879,652        | 4/12/05           | DETECTION OF SIGNAL MODIFICATION IN AUDIO STREAMS WITH EMBEDDED  |
| NMR                | 6,418,470        | 7/9/02            | METERING OF INTERNET CONTENT USING A CONTROL   |
| NMR                | 4,876,736        | 10/24/89          | METHOD AND APPARATUS FOR DETERMINING CHANNEL RECEPTION OF A RECEIVER   |
| NMR                | 4,930,011        | 5/29/90           | METHOD AND APPARATUS FOR IDENTIFYING INDIVIDUAL MEMBERS OF A MARKETING AND VIEWING AUDIENCE                                  |
| NMR                | 5,031,228        | 7/9/91            | IMAGE RECOGNITION SYSTEM AND METHOD  |
| NMR                | 4,972,503        | 11/20/90          | METHOD AND APPARATUS FOR DETERMINING AUDIENCE VIEWING HABITS BY JAMMING A CONTROL SIGNAL AND IDENTIFYING THE VIEWERS COMMAND |
| NMR                | 4,858,000        | 8/15/89           | IMAGE RECOGNITION AUDIENCE MEASUREMENT SYSTEM AND METHOD   |
| NMR                | 5,165,069        | 11/17/92          | METHOD AND SYSTEM FOR NON-INVASIVELY IDENTIFYING THE OPERATIONAL STATUS OF A VCR.  |
| NMR                | 5,278,988        | 1/11/94           | AUTOMATED RECEIVER MONITORING METHOD AND APPARATUS   |
| NMR                | 5,305,464        | 4/19/94           | METHOD AND APPARATUS FOR DETERMINING CHANNEL TO WHICH A RECEIVER IS TUNED  |
| NMR                | 4,967,273        | 10/30/90          | TELEVISION PROGRAM TRANSMISSION VERIFICATION METHOD AND APPARATUS  |
| NMR                | 4,805,020        | 2/14/89           | TELEVISION PROGRAM TRANSMISSION VERIFICATION METHOD AND APPARATUS  |
| NMR                | 5,526,427        | 6/11/96           | UNIVERSAL BROADCAST CODE AND MULTI-LEVEL ENCODED SIGNAL MONITORING SYSTEM  |
| NMR                | 5,425,100        | 6/13/95           | UNIVERSAL BROADCAST CODE AND MULTI-LEVEL ENCODED SIGNAL MONITORING SYSTEM  |

Schedule I to the  
Intellectual Property  
Security Agreement

| Owner <sup>1</sup>            | Registration No. | Registration Date | Description   |
|-------------------------------|------------------|-------------------|---|
| NMR                           | 5,850,249        | 12/15/98          | RECEIVER MONITORING SYSTEM WITH LOCAL ENCODING  |
| NMR                           | 5,629,739        | 5/13/97           | APPARATUS AND METHOD FOR INJECTING AN ANCILLARY SIGNAL INTO A LOW ENERGY DENSITY PORTION OF A COLOR TELEVISION                              |
| VNUM                          | 6,098,048        | 8/1/00            | AUTOMATED DATA COLLECTION FOR CONSUMER DRIVING-ACTIVITY SURVEY  |
| NMR                           | 6,901,606        | 5/31/05           | METHOD AND APPARATUS FOR DETECTING TIME-COMPRESSED BROADCAST  |
| VNUM                          | 5,845,284        | 12/1/98           | Method and Computer Program Product for Creating a Plurality of Mixed Pseudo-Records of Weighted Mixtures of Existing Records in a Database |
| VNUM                          | 5,842,218        | 11/24/98          | Method, Computer Program Product, and System For A Reorienting Categorization Table   |
| ACN                           | 6,484,158        | 11/19/02          | Dynamic Rule Based Market Research Database   |
| ACN                           | 6,092,069        | 7/18/00           | Market Research Database Containing Separate Product and Naked Product Information  |
| ACN                           | 6,078,922        | 6/20/00           | Market Research Database Having Historical Control Designator   |
| ACN                           | D388,002         | 8/13/93           | Scanner   |
| ACN                           | 5,331,544        | 7/19/94           | Market Research Method and System for Collecting Retail Store and Shopper Market Research Data  |
| ACN                           | 5,315,093        | 5/24/94           | Market Research Method & System for Collecting Retail Store Market Research Data  |
| ACN                           | 4,972,504        | 11/20/90          | Marketing Research System for Obtaining Retail Data on a Real Time Basis  |
| BDS                           | 4,843,562        | 6/27/89           | Broadcast Information Classification System and Method  |
| BDS                           | 5,210,820        | 5/11/93           | Signal Recognition System and Method  |
| NMR                           | 6,353,929        | 3/5/02            | A Cooperative System for Measuring Electronic Media   |
| VNU Holding (Deutschland) Gmb | 4,918,730        | 4/17/90           | Method and Circuit Arrangement for the Automatic Recognition of Signal Sequences  |
| NMR                           | 7,039,931        | 05/02/06          | Multi-Market Broadcast Tracking, Management and Reporting Method and System   |
| NMR                           | 6,512,796        | 1/28/03           | Method and Apparatus for Inserting and Retrieving Data in an Audio Signal   |
| NMR                           | 6,338,043        | 1/8/02            | Method and Apparatus for Developing a Package of Media Advertising Spots  |

**Applications:**

| <b>Owner<sup>2</sup></b> | <b>Application No.</b> | <b>Application Date</b> | <b>Description</b>   |
|--------------------------|------------------------|-------------------------|--|
| NMR                      | 10/125,577             | 4/19/02                 | Television Proximity Sensor  |
| NMR                      | 08/763,750             | 12/11/96                | Interactive Service Device Metering Systems  |
| NMR                      | 09/076,517             | 5/12/98                 | Audience Measurement System for Digital Television   |
| NMR                      | 11/094,061             | 3/30/05                 | Use of Browser History File to Determine Web Site Reach  |
| NMR                      | 09/427,970             | 10/27/99                | AUDIO SIGNATURE EXTRACTION AND CORRELATION   |
| NMR                      | 09/553,776             | 4/21/00                 | DETECTION OF ENTROPY IN CONNECTION WITH AUDIO SIGNALS  |
| NMR                      | 10/540,611             | 6/24/05                 | Methods and Apparatus for Transcoding Metadata   |
| NMR                      | 10/538,692             | 6/10/05                 | Methods and Apparatus for Detecting a Composition of an Audience of an Information Presenting  |
| NMR                      | 10/538,483             | 6/8/05                  | Methods and Apparatus to Count People Appearing in an Image  |
| VNUM                     | 10/211,997             | 8/1/02                  | AUTOMATED DATA COLLECTION FOR CONSUMER DRIVING-ACTIVITY SURVEY   |
| NMR                      | To be assigned         | 2/27/06                 | AUDIO BASED METHODS AND APPARATUS FOR DETECTING A CHANNEL CHANGE EVENT   |
| NMR                      | 11/312,789             | 12/20/05                | Signature-Based Program Identification Apparatus and Methods for Use with Digital Broadcast  |
| NMR                      | 11/278,917             | 4/6/06                  | Methods and Apparatus to Extract Codes from a Plurality of Channels  |
| NMR                      | To be assigned         | 3/10/06                 | Digital Video Signature Apparatus and Methods for Use with Video Program Identification Systems                                      |
| NMR                      | 11/237,251             | 9/8/05                  | DIGITAL DATA INSERTER FOR TELEVISION AUDIENCE MEASUREMENT.   |
| NMR                      | To be assigned         | 2/28/06                 | Holographic Watermarking of Video Sequences - Methods and Apparatus for Embedding and Recovering an Image for use with video content |
| NMR                      | 60/786,536             | 3/28/06                 | METHODS AND APPARATUS TO MONITOR MEDIA CONTENT ON A CONSUMER NETWORK   |

<sup>2</sup> ACN: A. C. Nielsen (US), Inc.  
NMR: Nielsen Media Research, Inc.  
VNUM: VNU Marketing Information, Inc.

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| Owner <sup>2</sup>           | Application No. | Application Date | Description   |
|------------------------------|-----------------|------------------|---|
| NMR                          | To be assigned  | 3/24/06          | TV On/Off Detection Using Visible Screen Emissions  |
| NMR                          | 11/388,262      | 3/24/06          | Method of Detecting LCD Television Display On/Off Using Optical Sensor                                    |
| NMR                          | 11/298,040      | 12/9/05          | Methods and Apparatus for Embedding Watermarks  |
| [US]                         | To be assigned  | 4/21/06          | Methods and Apparatus for Fusing Databases  |
| NMR                          | 11/375,648      | 3/14/06          | Methods and Apparatus to Operate a Metering Device with Voice Commands                                    |
| NMR                          | To be assigned  | 4/17/06          | Battery Powered, Wireless, Portable, Off-The-Shelf, Multi-Purpose Audience Measurement Meter              |
| ACN                          | 09/329,487      | 6/10/99          | Method and System for Market Research Data Mining   |
| ACN                          | 09/512,498      | 2/24/00          | Method and System for Market Research Data Mining   |
| NMR                          | 60/714,055      | 9/2/05           | Method and Apparatus to Meter Printed Media   |
| Not yet assigned by inventor | 60/732,952      | 11/3/05          | Methods of Collecting and Processing Data Related to the Consumer Behaviour of Customers of Retail Stores |
| NMR                          | To be assigned  | 4/05/06          | IPTV Audience Measurement Using IP Packet Capturing Software  |
| NMR                          | 60/720,391      | 9/26/05          | Methods and Apparatus for Metering Computer-Based Video   |
| NMR                          | 60/749,443      | 12/12/05         | Systems and Methods to Wirelessly Meter Audio/Visual Devices  |
| NMR                          | 60/782,768      | 03/16/06         | Methods and Apparatus to Monitor Media Content on a Consumer Network                                      |
| NMR                          | 60/761,678      | 1/24/06          | Display Device On/Off Detection Methods and Apparatus   |
| NMR                          | 60/708,557      | 8/16/05          | Display Device On/Off Detection Methods and Apparatus   |
| NMR                          | 60/757995       | 1/11/06          | Methods and Apparatus to Recruit Call Center Personnel  |
| NMR                          | 60/757996       | 1/11/06          | Methods and Apparatus to Recruit Call Center Personnel  |
| NMR                          | 11/400,944      | 4/10/06          | Multi-Market Broadcast Tracking, Management and Reporting Method and System                               |
| NMR                          | 10/659,514      | 9/10/03          | Remote Sensing System   |
| NMR                          | 60/729,421      | 10/21/05         | Method and Apparatus for Metering a Portable Media Player   |
| NMR                          | 60/786,196      | 03/27/06         | Method and Apparatus for Metering a Portable Media Player   |
| NMR                          | To be assigned  | 3/31/06          | Methods, Systems, and Apparatus for Multi-Purpose Metering  |
| NMR                          | 60/761,092      | 1/23/06          | Software Audio Capture Methods and Apparatus  |
| NMR                          | 60/781,625      | 3/13/06          | Methods and Apparatus for Using Radar to Monitor Audiences in Media Environments                          |
| NMR                          | To be assigned  | 3/27/06          | Methods and Systems to Meter Media Content Presented on a Wireless Communication Device                   |
| NMR                          | 09/973,893      | 1/8/02           | Method and Apparatus for Identifying a Digital Audio Signal   |

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| Owner <sup>2</sup> | Application No.  | Application Date | Description  |
|--------------------|------------------|------------------|--|
| NMR                | 10/492,471       | 4/12/04          | Method and Apparatus for Identifying a Digital Audio Signal  |
| NMR                | 11/037,277       | 1/18/05          | Television Proximity Sensor  |
| NMR                | 10/047,734       | 11/9/01          | Apparatus and Method for Detecting and Correcting a Corrupted Broadcast Time Code  |
| NMR                | 10/693,549       | 10/24/03         | Source Detection Apparatus and Method For Audience Measurement   |
| NMR                | 10/284,409       | 10/31/02         | Interactive Service Device Metering Systems  |
| NMR                | 09/909,224       | 7/19/01          | Audience Measurement System for Digital Television   |
| NMR                | 09/955,691       | 9/19/01          | Detection of Media Links in Broadcast Signals  |
| NMR                | 09/490,495       | 1/25/00          | CONTENT DISPLAY MONITOR  |
| NMR                | 11/143,808       | 6/2/05           | AUDIO SIGNATURE EXTRACTION AND CORRELATION   |
| NMR                | 11/100,291       | 4/6/05           | Multi-Band Spectral Audio Encoding   |
| NMR                | 10/794,194       | 3/5/04           | DETECTION OF SIGNAL MODIFICATION IN AUDIO STREAMS WITH EMBEDDED CODE   |
| NMR                | 09/883,546       | 6/18/01          | PROMPTING OF AUDIENCE MEMBER IDENTIFICATION  |
| NMR                | 10/867,190       | 6/14/04          | METHODS AND APPARATUS TO ADAPTIVELY GATHER AUDIENCE INFORMATION  |
| NMR                | 10/970,585       | 10/21/04         | Methods and Apparatus to Collect Audience Information Associated with A Media Presentation   |
| NMR                | 10/483,825       | 4/17/03          | METHODS AND APPARATUS TO DETECT CONTENT SKIPPING BY A CONSUMER OF A RECORDED PROGRAM   |
| NMR                | 10/530,233       | 9/6/05           | Methods and Apparatus to Present Survey Information  |
| NMR                | 11/138,576       | 5/26/05          | Apparatus and Methods for Tracking and Analyzing Digital Recording Device Event Sequences  |
| NMR                | 10/274,018       | 10/18/02         | Method and Apparatus for the Analysis of Broadcast Data renamed - Multi-Market Broadcast Tracking Management and Reporting Method and System |
| NMR                | Not yet assigned | 7/14/06          | PORTABLE AUDIENCE MEASUREMENT ARCHITECTURES AND METHODS FOR PORTABLE AUDIENCE MEASUREMENT  |
| NMR                | 10/596,858       | 6/27/06          | METHODS AND APPARATUS TO DISTINGUISH A SIGNAL ORIGINATING FROM A LOCAL DEVICE FROM A BROADCAST SIGNAL  |
| NMR                | 60/810,745       | 6/2/06           | DIGITAL RIGHTS MANAGEMENT SYSTEMS AND METHODS FOR AUDIENCE MEASUREMENT   |
| NMR                | 60/804,893       | 6/15/06          | METHODS AND APPARATUS TO METER CONTENT CONSUMPTION USING CLOSED CAPTION AND PROGRAM GUIDE INFORMATION  |

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| <b>Owner<sup>2</sup></b> | <b>Application No.</b> | <b>Application Date</b> | <b>Description</b>  |
|--------------------------|------------------------|-------------------------|---|
| NMR                      | Not yet assigned       | 5/18/06                 | METHODS AND APPARATUS FOR COOPERATOR INSTALLED METERS                             |
| NMR                      | Not yet assigned       | 6/20/06                 | METHODS AND APPARATUS FOR DETECTING ON-SCREEN MEDIA SOURCES                       |
| NMR                      | Not yet assigned       | 6/29/06                 | METHODS AND APPARATUS FOR LOCATION-BASED MEDIA METERING AND WEB SERVICES          |
| NMR                      | Not yet assigned       | 6/14/06                 | METHODS AND APPARATUS FOR METERING A PORTABLE MEDIA PLAYER WITH A WIRELESS DEVICE |
| NMR                      | Not yet assigned       | 6/26/06                 | METHODS AND APPARATUS FOR IMPROVING DATA WAREHOUSE PERFORMANCE                    |
| NMR                      | 10/026,872             | 12/21/01                | Cooperative System for Measuring Electronic Media                                 |
| NMR                      | 10/283,953             | 10/30/02                | Cooperative System for Measuring Electronic Media                                 |

**Patent Licenses:**

| <b>Licensee</b>         | <b>Licensor</b>  | <b>Registration/<br/>Application No.</b> | <b>Description</b>      |
|-------------------------|------------------|--|-------------------------|
| Omniure, Inc.           | NetRatings, Inc. | 6,108,637                                | CONTENT DISPLAY MONITOR |
| Omniure, Inc.           | NetRatings, Inc. | 09/490,495                               | CONTENT DISPLAY MONITOR |
| SageMetrics Corporation | NetRatings, Inc. | 6,108,637                                | CONTENT DISPLAY MONITOR |
| SageMetrics Corporation | NetRatings, Inc. | 09/490,495                               | CONTENT DISPLAY MONITOR |
| Visual Sciences, LLC    | NetRatings, Inc. | 6,108,637                                | CONTENT DISPLAY MONITOR |
| Visual Sciences, LLC    | NetRatings, Inc. | 09/490,495                               | CONTENT DISPLAY MONITOR |



**NON-U.S. PATENTS:**

**Patent Registrations:**

| <b>Owner<sup>3</sup></b> | <b>Country/<br/>Authority<sup>4</sup></b> | <b>Registration<br/>No.</b> | <b>Registration<br/>Date</b> | <b>Description</b>  |
|--------------------------|---|-----------------------------|------------------------------|---|
| ACN                      | Argentina                                 | 243,034                     | 6/30/93                      | Marketing Research System for Obtaining Retail Data on a Real Time Basis                        |
| ACN                      | Australia                                 | 616,478                     | 3/18/92                      | Marketing Research System for Obtaining Retail Data on a Real Time Basis                        |
| NMR                      | Australia                                 | 672,446                     | 1/22/97                      | Audience Measurement System and Method  |
| NMR                      | Australia                                 | 672539                      | 3/12/97                      | Audience Measurement System   |
| NMR                      | Australia                                 | 684,629                     | 5/14/98                      | Attachment for Metering Channel Serial Data   |
| NMR                      | Australia                                 | 689,691                     | 7/23/98                      | Audience Measurement System and Method  |
| NMR                      | Australia                                 | 695498                      | 11/26/98                     | Video and Data Co-Channel Communication System  |
| NMR                      | Australia                                 | 713719                      | 3/23/00                      | Television Receiver Use Metering with Separate Program and Sync Detectors - Video Signal Sensor |
| NMR                      | Australia                                 | 722754                      | 11/23/00                     | Interactive Service Device Metering Systems   |
| NMR                      | Australia                                 | 735285                      | 10/18/01                     | CONTENT DISPLAY MONITOR   |
| NMR                      | Australia                                 | 735672                      | 10/25/01                     | Source Detection Apparatus and Method For Audience Measurement                                  |
| NMR                      | Australia                                 | 736423                      | 11/8/01                      | Audience Measurement System for Digital Television  |
| NMR                      | Australia                                 | 756583                      | 1/16/03                      | Audience Measurement System for Digital Television  |
| NMR                      | Australia                                 | 756582                      | 1/16/03                      | Audience Measurement System for Digital Television  |
| NMR                      | Australia                                 | 756584                      | 1/16/03                      | Audience Measurement System for Digital Television  |
| NMR                      | Australia                                 | 756601                      | 5/1/03                       | Audience Measurement System for Digital Television  |

<sup>3</sup> ACN: A. C. Nielsen (US), Inc.  
BDS: Broadcast Data Systems, LLC  
NMR: Nielsen Media Research, Inc.  
VNUM: VNU Marketing Information, Inc.

<sup>4</sup> EPC: European Patent Convention  
PCT: Patent Cooperation Treaty

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| Owner <sup>3</sup> | Country/<br>Authority <sup>4</sup> | Registration<br>No. | Registration<br>Date | Description  |
|--------------------|------------------------------------|---------------------|----------------------|--|
| NMR                | Australia                          | 764269              | 11/27/03             | Source Detection Apparatus and Method For Audience Measurement   |
| NMR                | Australia                          | 766566              | 1/29/04              | Interactive Service Device Metering Systems  |
| NMR                | Australia                          | 766568              | 1/29/04              | Interactive Service Device Metering Systems  |
| NMR                | Australia                          | 766,596             | 1/29/04              | Audience Measurement System for Digital Television   |
| NMR                | Australia                          | 771289              | 2/4/04               | Broadcast Encoding System and Method   |
| NMR                | Australia                          | 768180              | 3/25/04              | Audience Measurement System for Digital Television   |
| NMR                | Australia                          | 771711              | 7/15/04              | METHOD AND SYSTEM FOR THE DISCOVERY OF COOKIES AND OTHER CLIENT INFORMATION  |
| NMR                | Australia                          | 2001251274          | 3/17/05              | MULTI-BAND SPECTRAL AUDIO ENCODING   |
| NMR                | Belgium                            | 0669070             | 12/18/02             | Audience Measurement System  |
| NMR                | Belgium                            | 0 870 234           | 3/26/03              | CONTENT DISPLAY MONITOR  |
| BDS                | Canada                             | 1,290,063           | 10/1/91              | Broadcast Information Classification System and Method   |
| NMR                | Canada                             | 1,314,622           | 3/16/93              | METHOD AND APPARATUS FOR DETERMINING AUDIENCE VIEWING HABITS BY JAMMING A CONTROL SIGNAL AND IDENTIFYING THE VIEWERS COMMAND |
| NMR                | Canada                             | 1,318,967           | 6/8/93               | METHOD AND APPARATUS FOR DETERMINING CHANNEL RECEPTION OF A  |
| ACN                | Canada                             | 1,330,595           | 7/5/94               | Marketing Research System for Obtaining Retail Data on a Real Time Basis   |
| NMR                | Canada                             | 2,150,539           | 11/14/00             | Audience Measurement System  |
| NMR                | Canada                             | 2289159             | 4/10/01              | Audience Measurement System for Digital Television   |
| NMR                | Canada                             | 2123995             | 7/22/03              | In-Station Television Program Encoding and Monitoring System and Method  |
| NMR                | Canada                             | 2,106,143           | 2/24/04              | UNIVERSAL BROADCAST CODE AND MULTI-LEVEL ENCODED SIGNAL MONITORING SYSTEM  |
| NMR                | Canada                             | 2,110,866           | 7/6/04               | Audience Measurement System and Method   |
| NMR                | Canada                             | 2,452,164           | 12/7/04              | UNIVERSAL BROADCAST CODE AND MULTI-LEVEL ENCODED SIGNAL MONITORING SYSTEM  |
| NMR                | Canada                             | 2,253,544           | 9/13/05              | Television Receiver Use Metering with Separate Program and Sync Detectors - Video Signal Sensor                              |
| NMR                | China                              | 94190826.7          | 10/2/99              | Audience Measurement System  |
| NMR                | China                              | 98806840.0          | 2/18/04              | Audience Measurement System for Digital Television   |
| NMR                | China                              | 98814165.5          | 5/5/04               | Broadcast Encoding System and Method   |

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|--------------------|------------------------------------|---------------------|----------------------|---|
| NMR                | China                              | ZL971814554         | 9/15/04              | Source Detection Apparatus and Method For Audience Measurement                                  |
| NMR                | China                              | ZL971915563         | 11/3/04              | CONTENT DISPLAY MONITOR   |
| NMR                | China                              | CN 1211962C         | 7/20/05              | Television Receiver Use Metering with Separate Program and Sync Detectors - Video Signal Sensor |
| NMR                | Denmark                            | 0669070             | 12/18/02             | Audience Measurement System   |
| NMR                | Denmark                            | 0 870 234           | 3/26/03              | CONTENT DISPLAY MONITOR   |
| NMR                | EPC                                | Not yet assigned    | Not yet assigned     | Interactive Service Device Metering Systems   |
| NMR                | EPC                                | 0 617 871           | 11/20/99             | In-Station Television Program Encoding and Monitoring System and Method                         |
| NMR                | EPC                                | 0669070             | 12/18/02             | Audience Measurement System   |
| NMR                | EPC                                | 0 870 234           | 3/26/03              | CONTENT DISPLAY MONITOR   |
| NMR                | Finland                            | 0 870 234           | 3/26/03              | CONTENT DISPLAY MONITOR   |
| NMR                | France                             | 0 617 871           | 11/20/99             | In-Station Television Program Encoding and Monitoring System and Method                         |
| NMR                | France                             | 0669070             | 12/18/02             | Audience Measurement System   |
| NMR                | France                             | 0870234             | 3/26/03              | CONTENT DISPLAY MONITOR   |
| NMR                | Germany                            | 0 617 871           | 11/20/99             | In-Station Television Program Encoding and Monitoring System and Method                         |
| NMR                | Germany                            | 0669070             | 12/18/02             | Audience Measurement System   |
| NMR                | Germany                            | 0870234             | 3/26/03              | CONTENT DISPLAY MONITOR   |
| NMR                | Hong Kong                          | 1,043,853           | 4/10/01              | Audience Measurement System for Digital Television  |
| NMR                | Hong Kong                          | 1043854             | 4/10/01              | Audience Measurement System for Digital Television  |
| NMR                | Hong Kong                          | 1018327B            | 10/28/05             | CONTENT DISPLAY MONITOR   |
| NMR                | Ireland                            | 0669070             | 12/18/02             | Audience Measurement System   |
| NMR                | Ireland                            | 0 870 234           | 3/26/03              | CONTENT DISPLAY MONITOR   |
| BDS                | Italy                              | EP0296588           | 3/11/91              | Method and Circuit Arrangement for the Automatic Recognition of Signal Sequences                |
| NMR                | Italy                              | 0 617 871           | 11/20/99             | In-Station Television Program Encoding and Monitoring System and Method                         |
| NMR                | Italy                              | 0669070             | 12/18/02             | Audience Measurement System   |
| NMR                | Italy                              | 0 870 234           | 3/26/03              | CONTENT DISPLAY MONITOR   |
| NMR                | Japan                              | 3512419             | 1/16/04              | Audience Measurement System   |

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|--------------------|------------------------------------|---------------------|----------------------|---|
| NMR                | Japan                              | 3535522             | 3/19/04              | Television Receiver Use Metering with Separate Program and Sync Detectors - Video Signal Sensor |
| NMR                | Japan                              | 3578768             | 7/23/04              | Attachment for Metering Channel Serial Data   |
| NMR                | Korea                              | 10-324649           | 2/1/02               | METHOD FOR ANALYZING TELEVISION AUDIENCE RATE EXAMINATION SYSTEM'S                              |
| NMR                | Mexico                             | 04/08/118           | 8/28/04              | Audience Measurement System for Digital Television  |
| NMR                | Mexico                             | 205392              | 12/5/01              | Television Receiver Use Metering with Separate Program and Sync Detectors - Video Signal Sensor |
| NMR                | Netherlands                        | 0669070             | 12/18/02             | Audience Measurement System   |
| VNUM               | New Zealand                        | 522271              | 11/9/04              | AUTOMATED DATA COLLECTION FOR CONSUMER DRIVING - ACTIVITY SURVEY                                |
| NMR                | New Zealand                        | 5300015             | 12/8/05              | PROMPTING OF AUDIENCE MEMBER IDENTIFICATION   |
| ACN                | New Zealand                        | 521111              | 12/23/05             | Audience Measurement System and Method for Digital Broadcasts                                   |
| NMR                | Singapore                          | 92325               | 1/8/03               | MULTI-BAND SPECTRAL AUDIO ENCODING  |
| NMR                | South Africa                       | 2002/4027           | 10/29/03             | Broadcast Encoding System and Method  |
| NMR                | South Africa                       | 2002/7800           | 11/26/03             | MULTI-BAND SPECTRAL AUDIO ENCODING  |
| VNUM               | South Africa                       | 2002/8880           | 4/28/04              | AUTOMATED DATA COLLECTION FOR CONSUMER DRIVING - ACTIVITY SURVEY                                |
| NMR                | South Africa                       | 2003/9740           | 12/29/04             | PROMPTING OF AUDIENCE MEMBER IDENTIFICATION   |
| NMR                | Spain                              | 0 617 871           | 11/20/99             | In-Station Television Program Encoding and Monitoring System and Method                         |
| NMR                | Spain                              | 0669070             | 12/18/02             | Audience Measurement System   |
| NMR                | Spain                              | 0 870 234           | 3/26/03              | CONTENT DISPLAY MONITOR   |
| NMR                | Sweden                             | 0 617 871           | 11/20/99             | In-Station Television Program Encoding and Monitoring System and Method                         |
| NMR                | Sweden                             | 0669070             | 12/18/02             | Audience Measurement System   |
| NMR                | Sweden                             | 0 870 234           | 3/26/03              | CONTENT DISPLAY MONITOR   |
| NMR                | Switzerland                        | 0669070             | 12/18/02             | Audience Measurement System   |
| NMR                | Switzerland                        | 0 870 234           | 3/26/03              | CONTENT DISPLAY MONITOR   |
| NMR                | UK                                 | 0 617 871           | 11/20/99             | In-Station Television Program Encoding and Monitoring System and Method                         |
| NMR                | UK                                 | 0669070             | 12/18/02             | Audience Measurement System   |

| Owner <sup>3</sup> | Country/<br>Authority <sup>4</sup> | Registration<br>No. | Registration<br>Date | Description             |
|--------------------|------------------------------------|---------------------|----------------------|-------------------------|
| NMR                | UK                                 | 0 870 234           | 3/26/03              | CONTENT DISPLAY MONITOR |

**Patent Applications:**

| Owner <sup>5</sup> | Country/<br>Authority <sup>6</sup> | Application<br>No. | Application<br>Date | Description   |
|--------------------|------------------------------------|--------------------|---------------------|---|
| NMR                | Argentina                          | P980106371         | 12/15/98            | Broadcast Encoding System and Method  |
| VNUM               | Australia                          | 2000244868         | 4/24/00             | AUTOMATED DATA COLLECTION FOR CONSUMER<br>DRIVING - ACTIVITY SURVEY                             |
| NMR                | Australia                          | 2002303405         | 4/19/02             | Television Proximity Sensor   |
| NMR                | Australia                          | 2002315021         | 6/14/02             | PROMPTING OF AUDIENCE MEMBER IDENTIFICATION   |
| NMR                | Australia                          | 2002332061         | 10/9/02             | Method and Apparatus for Identifying a Digital Audio Signal                                     |
| NMR                | Australia                          | 2003204499         | 11/5/98             | Broadcast Encoding System and Method  |
| NMR                | Australia                          | 2003234420         | 5/13/03             | Methods and Apparatus for Transcoding Metadata  |
| NMR                | Australia                          | 2003253598         | 4/21/03             | Methods and Apparatus to Collect Audience Information Associated<br>with A Media Presentation   |
| NMR                | Australia                          | 2003268528         | 9/8/03              | DIGITAL DATA INSERTER FOR TELEVISION AUDIENCE<br>MEASUREMENT.                                   |
| NMR                | Australia                          | 2004201423         | 11/5/98             | Broadcast Encoding System and Method  |
| NMR                | Australia                          | 2004258470         | 6/14/04             | Methods and Apparatus for Embedding Watermarks  |
| NMR                | Australia                          | 2005200858         | 2/25/05             | MULTI-BAND SPECTRAL AUDIO ENCODING  |
| NMR                | Australia                          | NA                 | 10/15/04            | Battery Powered, Wireless, Portable, Off-The-Shelf, Multi-Purpose<br>Audience Measurement Meter |

<sup>5</sup> ACN: A. C. Nielsen (US), Inc.  
BDS: Broadcast Data Systems, LLC  
NMR: Nielsen Media Research, Inc.  
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<sup>6</sup> EPC: European Patent Convention  
PCT: Patent Cooperation Treaty

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|--------|------------------------|--------------------|---------------------|---|
| NMR    | Brazil                 | 0210521-7          | 6/14/02             | PROMPTING OF AUDIENCE MEMBER IDENTIFICATION   |
| VNUM   | Brazil                 | PI0017230-8        | 4/24/00             | AUTOMATED DATA COLLECTION FOR CONSUMER<br>DRIVING - ACTIVITY SURVEY                   |
| NMR    | Brazil                 | PI0107542-0        | 4/3/01              | MULTI-BAND SPECTRAL AUDIO ENCODING  |
| NMR    | Brazil                 | PI9713896-7        | 11/24/97            | Interactive Service Device Metering Systems   |
| NMR    | Brazil                 | PI9714323.5        | 5/27/97             | Source Detection Apparatus and Method For Audience Measurement                        |
| BDS    | Canada                 | 2,041,754          | 5/2/91              | Signal Recognition System and Method  |
| NMR    | Canada                 | 2,246,746          | 8/29/97             | CONTENT DISPLAY MONITOR   |
| NMR    | Canada                 | 2,247,706          | 9/18/98             | USE OF BROWSER HISTORY FILE TO DETERMINE WEBSITE<br>REACH                             |
| NMR    | Canada                 | 2,272,506          | 5/19/99             | Metering of Internet Content Using a Control  |
| NMR    | Canada                 | 2,272,509          | 5/19/99             | Tracking of Internet Advertisements Using Banner Tags                                 |
| NMR    | Canada                 | 2,272,516          | 5/19/99             | COLLECTION OF IMAGES IN WEB USE REPORTING<br>SYSTEM                                   |
| NMR    | Canada                 | 2,273,634          | 6/2/99              | METHOD AND SYSTEM FOR THE COLLECTION OF<br>COOKIES AND OTHER INFORMATION FROM A PANEL |
| NMR    | Canada                 | 2,275,409          | 5/27/97             | Source Detection Apparatus and Method For Audience Measurement                        |
| NMR    | Canada                 | 2,293,957          | 1/6/00              | Detection of Media Links in Broadcast Signals   |
| ACN    | Canada                 | 2,295,419          | 1/14/00             | Method and System for Market Research Data Mining                                     |
| NMR    | Canada                 | 2,310,769          | 6/6/00              | AUDIO SIGNATURE EXTRACTION AND CORRELATION  |
| ACN    | Canada                 | 2,329,198          | 12/18/98            | Dynamic Rule Based Market Research Database   |
| ACN    | Canada                 | 2,331,285          | 12/18/98            | Market Research Database Containing Separate Product and Naked<br>Product Information |
| VNUM   | Canada                 | 2,331,633          | 12/18/98            | Market Research Database Having Historical Control Designator                         |
| NMR    | Canada                 | 2,332,977          | 11/5/98             | Broadcast Encoding System and Method  |
| NMR    | Canada                 | 2,361,568          | 2/16/00             | METHOD AND SYSTEM FOR THE DISCOVERY OF COOKIES<br>AND OTHER CLIENT INFORMATION        |
| NMR    | Canada                 | 2,405,179          | 4/3/01              | MULTI-BAND SPECTRAL AUDIO ENCODING  |
| VNUM   | Canada                 | 2,407,474          | 4/24/00             | AUTOMATED DATA COLLECTION FOR CONSUMER<br>DRIVING - ACTIVITY SURVEY                   |
| NMR    | Canada                 | 2,450,226          | 6/14/02             | PROMPTING OF AUDIENCE MEMBER IDENTIFICATION   |
| NMR    | Canada                 | 2,456,815          | 4/19/02             | Television Proximity Sensor   |
| NMR    | Canada                 | 2,466,428          | 10/9/02             | Method and Apparatus for Identifying a Digital Audio Signal                           |

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|--------------------|------------------------------------|--------------------|---------------------|---|
| NMR                | Canada                             | 2,483,042          | 4/21/03             | Methods and Apparatus to Collect Audience Information Associated with A Media Presentation      |
| NMR                | Canada                             | 2,501,331          | 10/2/03             | Methods and Apparatus to Present Survey Information   |
| NMR                | Canada                             | 2,503,340          | 9/8/03              | DIGITAL DATA INSERTER FOR TELEVISION AUDIENCE MEASUREMENT.                                      |
| NMR                | Canada                             | 2,511,919          | 5/13/03             | Methods and Apparatus for Transcoding Metadata  |
| NMR                | Canada                             | 2,530,012          | 7/18/03             | Signature-Based Program Identification Apparatus and Methods for Use with Digital Broadcast     |
| NMR                | Canada                             | 2507317            | 11/27/02            | Apparatus and Methods for Tracking and Analyzing Digital Recording Device Event Sequences       |
| NMR                | Canada                             | 2529310            | 6/14/04             | Methods and Apparatus for Embedding Watermarks  |
| NMR                | Canada                             | NA                 | 09/12/03            | Digital Video Signature Apparatus and Methods for Use with Video Program Identification Systems |
| NMR                | Canada                             | NA                 | 08/30/04            | Methods and Apparatus to Operate a Metering Device with Voice Commands                          |
| NMR                | Canada                             | NA                 | 10/15/04            | Battery Powered, Wireless, Portable, Off-The-Shelf, Multi-Purpose Audience Measurement Meter    |
| NMR                | China                              | 00804598.4         | 2/16/00             | METHOD AND SYSTEM FOR THE DISCOVERY OF COOKIES AND OTHER CLIENT INFORMATION                     |
| VNUM               | China                              | 00819601.X         | 4/24/00             | AUTOMATED DATA COLLECTION FOR CONSUMER DRIVING - ACTIVITY SURVEY                                |
| NMR                | China                              | 01807789.7         | 4/3/01              | MULTI-BAND SPECTRAL AUDIO ENCODING  |
| NMR                | China                              | 02812248.8         | 6/14/02             | PROMPTING OF AUDIENCE MEMBER IDENTIFICATION   |
| NMR                | China                              | 02816329.X         | 4/19/02             | Television Proximity Sensor   |
| NMR                | China                              | 0310123387.1       | 7/9/98              | Audience Measurement System for Digital Television  |
| NMR                | China                              | 03809075.9         | 4/21/03             | Methods and Apparatus to Collect Audience Information Associated with A Media Presentation      |
| NMR                | China                              | 03825624.X         | 9/8/03              | DIGITAL DATA INSERTER FOR TELEVISION AUDIENCE MEASUREMENT.                                      |
| NMR                | China                              | 0410033713.4       | 8/29/97             | CONTENT DISPLAY MONITOR   |
| NMR                | China                              | 0410033715.3       | 8/29/97             | CONTENT DISPLAY MONITOR   |
| NMR                | China                              | 04800202008        | 6/14/04             | Methods and Apparatus for Embedding Watermarks  |
| NMR                | China                              | 10008465.2         | 2/21/05             | MULTI-BAND SPECTRAL AUDIO ENCODING  |
| NMR                | China                              | 10114213.9         | 11/5/98             | Broadcast Encoding System and Method  |

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| NMR                | China                              | 97182123.2         | 11/24/97            | Interactive Service Device Metering Systems  |
| NMR                | China                              | NA                 | 10/15/04            | Battery Powered, Wireless, Portable, Off-The-Shelf, Multi-Purpose Audience Measurement Meter |
| NMR                | EPC                                | 00114272.8         | 7/9/98              | Audience Measurement System for Digital Television   |
| NMR                | EPC                                | 00907291.9         | 2/14/00             | Broadcast Encoding System and Method   |
| NMR                | EPC                                | 00908678.6         | 2/16/00             | METHOD AND SYSTEM FOR THE DISCOVERY OF COOKIES AND OTHER CLIENT INFORMATION                  |
| VNUM               | EPC                                | 00926322.9         | 4/24/00             | AUTOMATED DATA COLLECTION FOR CONSUMER DRIVING - ACTIVITY SURVEY                             |
| NMR                | EPC                                | 01106943.2         | 8/29/97             | CONTENT DISPLAY MONITOR  |
| NMR                | EPC                                | 01123166.9         | 8/29/97             | CONTENT DISPLAY MONITOR  |
| NMR                | EPC                                | 01126148.4         | 10/17/94            | Audience Measurement System  |
| NMR                | EPC                                | 01924636.2         | 4/3/01              | MULTI-BAND SPECTRAL AUDIO ENCODING   |
| NMR                | EPC                                | 020769000.7        | 10/9/02             | Method and Apparatus for Identifying a Digital Audio Signal                                  |
| NMR                | EPC                                | 02731426.9         | 4/19/02             | Television Proximity Sensor  |
| NMR                | EPC                                | 02741954.8         | 6/14/02             | PROMPTING OF AUDIENCE MEMBER IDENTIFICATION  |
| NMR                | EPC                                | 02766287.3         | 9/18/02             | Detection of Media Links in Broadcast Signals  |
| NMR                | EPC                                | 02784621.1         | 11/27/02            | Apparatus and Methods for Tracking and Analyzing Digital Recording Device Event Sequences    |
| NMR                | EPC                                | 02789359.3         | 11/1/02             | Apparatus and Method for Detecting and Correcting a Corrupted Broadcast Time Code            |
| NMR                | EPC                                | 03 815 891.1       | 2/10/03             | METHODS AND APPARATUS TO ADAPTIVELY GATHER AUDIENCE INFORMATION                              |
| NMR                | EPC                                | 03027278.5         | 10/17/94            | Audience Measurement System  |
| NMR                | EPC                                | 03027279.3         | 10/17/94            | Audience Measurement System  |
| NMR                | EPC                                | 03027280.1         | 10/17/94            | Audience Measurement System  |
| NMR                | EPC                                | 03728860.2         | 5/13/03             | Methods and Apparatus for Transcoding Metadata   |
| NMR                | EPC                                | 03749497.8         | 9/8/03              | DIGITAL DATA INSERTER FOR TELEVISION AUDIENCE MEASUREMENT.                                   |
| NMR                | EPC                                | 03750041.0         | 4/21/03             | Methods and Apparatus to Collect Audience Information Associated with A Media Presentation   |
| NMR                | EPC                                | 03759658.2         | 10/2/03             | Methods and Apparatus to Present Survey Information  |
| NMR                | EPC                                | 03817463.7         | 7/18/03             | Signature-Based Program Identification Apparatus and Methods for Use with Digital Broadcast  |



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| NMR                | EPC                                | 04 014 598.9       | 11/5/98             | Broadcast Encoding System and Method  |
| NMR                | EPC                                | 04 776 572.2       | 6/14/04             | Methods and Apparatus for Embedding Watermarks  |
| NMR                | EPC                                | 04782611.0         | 08/30/04            | Methods and Apparatus to Operate a Metering Device with Voice Commands                                    |
| ACN                | EPC                                | 05 026 498.5       | 12/5/05             | Methods of Collecting and Processing Data Related to the Consumer Behaviour of Customers of Retail Stores |
| NMR                | EPC                                | 95913735.7         | 3/16/95             | Attachment for Metering Channel Serial Data   |
| NMR                | EPC                                | 97922424.3         | 4/24/97             | Television Receiver Use Metering with Separate Program and Sync Detectors - Video Signal Sensor           |
| NMR                | EPC                                | 97926814.1         | 5/27/97             | Source Detection Apparatus and Method For Audience Measurement  |
| NMR                | EPC                                | 98932785.3         | 6/19/98             | A Cooperative System for Measuring Electronic Media   |
| NMR                | EPC                                | 98956602.1         | 11/5/98             | Broadcast Encoding System and Method  |
| NMR                | EPC                                | NA                 | 10/15/04            | Battery Powered, Wireless, Portable, Off-The-Shelf, Multi-Purpose Audience Measurement Meter              |
| NMR                | European                           | EP03754665.2       | 09/12/03            | Digital Video Signature Apparatus and Methods for Use with Video Program Identification Systems           |
| NMR                | Hong Kong                          | 00101613.5         | 5/27/97             | Source Detection Apparatus and Method For Audience Measurement  |
| NMR                | Hong Kong                          | 01107668.1         | 11/5/98             | Broadcast Encoding System and Method  |
| NMR                | Hong Kong                          | 02107945.9         | 1/6/03              | Audience Measurement System   |
| NMR                | Hong Kong                          | 02108923.3         | 2/16/00             | METHOD AND SYSTEM FOR THE DISCOVERY OF COOKIES AND OTHER CLIENT INFORMATION                               |
| NMR                | Hong Kong                          | 03102627.4         | 2/14/00             | Broadcast Encoding System and Method  |
| NMR                | Hong Kong                          | 03107283.8         | 10/10/03            | MULTI-BAND SPECTRAL AUDIO ENCODING  |
| NMR                | Hong Kong                          | 04 108 948.2       | 11/12/04            | Audience Measurement System   |
| NMR                | Hong Kong                          | 04 108 949.1       | 11/12/04            | Audience Measurement System   |
| VNUM               | Hong Kong                          | 04103035.7         | 4/29/04             | AUTOMATED DATA COLLECTION FOR CONSUMER DRIVING - ACTIVITY SURVEY  |
| NMR                | Hong Kong                          | 04109144.2         | 11/5/98             | Broadcast Encoding System and Method  |
| NMR                | Hong Kong                          | 04110274.2         | 12/28/04            | PROMPTING OF AUDIENCE MEMBER IDENTIFICATION   |
| NMR                | Hong Kong                          | 05 102 199.0       | 3/14/05             | Audience Measurement System   |
| NMR                | Hong Kong                          | 05103916.0         | 5/10/05             | CONTENT DISPLAY MONITOR   |
| NMR                | Hong Kong                          | 05103917.9         | 5/10/05             | CONTENT DISPLAY MONITOR   |
| NMR                | Hong Kong                          | 05108695.6         | 9/30/05             | MULTI-BAND SPECTRAL AUDIO ENCODING  |

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| NMR                | Hong Kong                          | 05111834.2         | 12/22/05            | Methods and Apparatus to Collect Audience Information Associated with A Media Presentation   |
| NMR                | India                              | 01481/CHEN<br>P    | 7/2/04              | Method and Apparatus for Identifying a Digital Audio Signal                                  |
| NMR                | India                              | 01767/CHE          | 4/3/01              | MULTI-BAND SPECTRAL AUDIO ENCODING   |
| NMR                | India                              | 01984/CHEN<br>P    | 6/14/02             | PROMPTING OF AUDIENCE MEMBER IDENTIFICATION  |
| NMR                | India                              | 1812/MAS/98        | 8/11/98             | Audience Measurement System for Digital Television   |
| NMR                | India                              | 1833/CHENP/<br>05  | 8/5/05              | METHODS AND APPARATUS TO ADAPTIVELY GATHER AUDIENCE INFORMATION                              |
| NMR                | India                              | 2346/CHENP/<br>04  | 4/21/03             | Methods and Apparatus to Collect Audience Information Associated with A Media Presentation   |
| NMR                | India                              | 350/CHENP/0<br>4   | 4/19/02             | Television Proximity Sensor  |
| NMR                | India                              | 979/CHENP/0<br>4   | 11/1/02             | Apparatus and Method for Detecting and Correcting a Corrupted Broadcast Time Code            |
| NMR                | India                              | NA                 | 10/15/04            | Battery Powered, Wireless, Portable, Off-The-Shelf, Multi-Purpose Audience Measurement Meter |
| NMR                | Indonesia                          | W00-04-<br>02339   | 4/21/03             | Methods and Apparatus to Collect Audience Information Associated with A Media Presentation   |
| BDS                | Japan                              | 0155140/88         | 6/24/88             | Method and Circuit Arrangement for the Automatic Recognition of Signal Sequences             |
| NMR                | Japan                              | 10-526729          | 11/24/97            | Interactive Service Device Metering Systems  |
| NMR                | Japan                              | 10-534297          | 5/27/97             | Source Detection Apparatus and Method For Audience Measurement                               |
| VNUM               | Japan                              | 2001-579173        | 4/24/00             | AUTOMATED DATA COLLECTION FOR CONSUMER DRIVING - ACTIVITY SURVEY                             |
| NMR                | Japan                              | 2003-506130        | 6/14/02             | PROMPTING OF AUDIENCE MEMBER IDENTIFICATION  |
| NMR                | Japan                              | 2003-524163        | 4/19/02             | Television Proximity Sensor  |
| NMR                | Japan                              | 548980             | 7/9/98              | Audience Measurement System for Digital Television   |
| NMR                | Japan                              | 560681             | 11/5/98             | Broadcast Encoding System and Method   |
| NMR                | Korea                              | 10-04-<br>7010691  | 10/9/02             | Method and Apparatus for Identifying a Digital Audio Signal                                  |
| NMR                | Korea                              | 10-04-<br>7017055  | 4/21/03             | Methods and Apparatus to Collect Audience Information Associated with A Media Presentation   |

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|--------------------------|---|----------------------------|-----------------------------|---|
| NMR                      | Korea                                     | 10-05-<br>7007036          | 9/8/03                      | DIGITAL DATA INSERTER FOR TELEVISION AUDIENCE MEASUREMENT.                                      |
| NMR                      | Korea                                     | 10-05-<br>7012168          | 5/13/03                     | Methods and Apparatus for Transcoding Metadata  |
| VNUM                     | Korea                                     | 10200270142<br>98          | 4/24/00                     | AUTOMATED DATA COLLECTION FOR CONSUMER DRIVING - ACTIVITY SURVEY                                |
| NMR                      | Malaysia                                  | PI 20023791                | 10/10/02                    | Method and Apparatus for Identifying a Digital Audio Signal                                     |
| NMR                      | Malaysia                                  | PI 20024192                | 11/8/02                     | Apparatus and Method for Detecting and Correcting a Corrupted Broadcast Time Code               |
| NMR                      | Malaysia                                  | PI 20034497                | 11/21/03                    | Digital Video Signature Apparatus and Methods for Use with Video Program Identification Systems |
| NMR                      | Malaysia                                  | PI 20042284                | 6/14/04                     | Methods and Apparatus for Embedding Watermarks  |
| NMR                      | Malaysia                                  | PI 20043843                | 9/20/04                     | Method of Detecting LCD Television Display On/Off Using Optical Sensor                          |
| NMR                      | Malaysia                                  | PI 20044263                | 10/15/04                    | Identifying Audio in Large Databases Using the Times Between Audio Features                     |
| NMR                      | Malaysia                                  | PI 20044271                | 10/15/04                    | Battery Powered, Wireless, Portable, Off-The-Shelf, Multi-Purpose Audience Measurement Meter    |
| NMR                      | Malaysia                                  | PI 20044272                | 10/15/04                    | Audio Signature Apparatus and Methods for Use with Broadcast Systems                            |
| NMR                      | Malaysia                                  | PI 20045401                | 12/29/04                    | Methods and Apparatus to Distinguish a Signal Originating From a Local Device From a Broadcast  |
| NMR                      | Malaysia                                  | PI 20050604                | 2/17/05                     | Method and Apparatus to Determine Audience Viewing of Recorded Programs                         |
| NMR                      | Malaysia                                  | PI 20051568                | 4/7/05                      | Data Insertion Apparatus and Methods for Use with Compressed Audio/Video Data                   |
| NMR                      | Malaysia                                  | PI 20053057                | 7/1/05                      | MIXING SYSTEM AND METHOD FOR COMPRESSED BIT STREAMS   |
| NMR                      | Malaysia                                  | PI20031302                 | 4/9/03                      | METHODS AND APPARATUS TO ADAPTIVELY GATHER AUDIENCE INFORMATION                                 |
| NMR                      | Malaysia                                  | PI20031501                 | 4/22/03                     | Methods and Apparatus to Collect Audience Information Associated with A Media Presentation      |
| NMR                      | Malaysia                                  | PI20032429                 | 6/27/03                     | Methods and Apparatus for Transcoding Metadata  |

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| NMR                | Malaysia                           | PI20050135         | 1/13/05             | Portable Audience Measurement Architectures and Methods for Portable Audience Measurement       |
| NMR                | Mexico                             | 009683             | 4/3/01              | MULTI-BAND SPECTRAL AUDIO ENCODING  |
| NMR                | Mexico                             | 01/000433          | 11/5/98             | Broadcast Encoding System and Method  |
| NMR                | Mexico                             | 04/008118          | 8/20/04             | Audience Measurement System for Digital Television  |
| NMR                | Mexico                             | 05/007001          | 5/13/03             | Methods and Apparatus for Transcoding Metadata  |
| VNUM               | Mexico                             | 2002/010481        | 4/24/00             | AUTOMATED DATA COLLECTION FOR CONSUMER DRIVING - ACTIVITY SURVEY                                |
| NMR                | Mexico                             | 2003/011490        | 6/14/02             | PROMPTING OF AUDIENCE MEMBER IDENTIFICATION   |
| NMR                | Mexico                             | 2004/001532        | 4/19/02             | Television Proximity Sensor   |
| NMR                | Mexico                             | 2004/002765        | 10/9/02             | Method and Apparatus for Identifying a Digital Audio Signal                                     |
| NMR                | Mexico                             | 2004/004238        | 11/1/02             | Apparatus and Method for Detecting and Correcting a Corrupted Broadcast Time Code               |
| NMR                | Mexico                             | 2004/010349        | 4/21/03             | Methods and Apparatus to Collect Audience Information Associated with A Media Presentation      |
| NMR                | Mexico                             | 2005/004231        | 9/8/03              | DIGITAL DATA INSERTER FOR TELEVISION AUDIENCE MEASUREMENT.                                      |
| NMR                | Mexico                             | 2005/008287        | 2/10/03             | METHODS AND APPARATUS TO ADAPTIVELY GATHER AUDIENCE INFORMATION                                 |
| NMR                | Mexico                             | NA                 | 09/12/03            | Digital Video Signature Apparatus and Methods for Use with Video Program Identification Systems |
| NMR                | Mexico                             | NA                 | 10/15/04            | Battery Powered, Wireless, Portable, Off-The-Shelf, Multi-Purpose Audience Measurement Meter    |
| NMR                | Mexico                             | PA/a/05/1416<br>2  | 7/18/03             | Signature-Based Program Identification Apparatus and Methods for Use with Digital Broadcast     |
| NMR                | Mexico                             | PAa20010088<br>82  | 2/16/00             | METHOD AND SYSTEM FOR THE DISCOVERY OF COOKIES AND OTHER CLIENT INFORMATION                     |
| NMR                | New Zealand                        | 531179             | 10/9/02             | Method and Apparatus for Identifying a Digital Audio Signal                                     |
| NMR                | New Zealand                        | 531848             | 4/19/02             | Television Proximity Sensor   |
| NMR                | New Zealand                        | 532467             | 11/1/02             | Apparatus and Method for Detecting and Correcting a Corrupted Broadcast Time Code               |

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| NMR                | New<br>Zealand                     | 535921             | 4/21/03             | Methods and Apparatus to Collect Audience Information Associated with A Media Presentation          |
| NMR                | New<br>Zealand                     | 541221             | 5/13/03             | Methods and Apparatus for Transcoding Metadata  |
| NMR                | New<br>Zealand                     | 541627             | 2/10/03             | METHODS AND APPARATUS TO ADAPTIVELY GATHER AUDIENCE INFORMATION                                     |
| NMR                | New<br>Zealand                     | 542471             | 9/19/05             | Broadcast Encoding System and Method  |
| NMR                | New<br>Zealand                     | 2005/3218          | 9/8/03              | DIGITAL DATA INSERTER FOR TELEVISION AUDIENCE MEASUREMENT.  |
| NMR                | Norway                             | 20024778           | 4/3/01              | MULTI-BAND SPECTRAL AUDIO ENCODING  |
| NMR                | Norway                             | 20045033           | 4/21/03             | Methods and Apparatus to Collect Audience Information Associated with A Media Presentation          |
| NMR                | PCT                                | 05/028106          | 8/9/05              | METHODS AND APPARATUS TO MONITOR AUDIO/VISUAL CONTENT FROM VARIOUS SOURCES                          |
| NMR                | PCT                                | NA                 | 3/16/06             | Method and Apparatus for Detecting the Location of an Audience Member using a Portable People Meter |
| NMR                | PCT                                | PCT/05/02347<br>8  | 6/29/05             | WIRELESS MICROPHONE AS A PEOPLE METER FOR AUDIENCE MEASUREMENT                                      |
| NMR                | PCT                                | US04/000818        | 1/14/04             | Portable Audience Measurement Architectures and Methods for Portable Audience Measurement           |
| NMR                | PCT                                | US04/012929        | 4/26/04             | Methods and Apparatus to Export Tuning Data Collected in a Receiving Device                         |
| NMR                | PCT                                | US04/015377        | 5/14/04             | Non-Invasive On-Screen Peoplemeter and/ or Interactive System                                       |
| NMR                | PCT                                | US04/017879        | 6/8/04              | USING INSERTED CONTENT FOR CONTENT DELIVERY VERIFICATION  |
| NMR                | PCT                                | US04/031965        | 9/28/04             | DATA CLASSIFICATION METHODS AND APPARATUS FOR USE WITH DATA FUSION                                  |
| NMR                | PCT                                | US04/041670        | 12/10/04            | Methods and Apparatus to Distinguish a Signal Originating From a Local Device From a Broadcast      |
| NMR                | PCT                                | US04/05304         | 2/23/04             | Methods and Apparatus to Detect an Internally Generated Signal Mode of a Local Media Playback       |
| NMR                | PCT                                | US04/09910         | 3/29/04             | Method and Apparatus to Detect a Blank Frame in a Video Signal                                      |

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| NMR                | PCT                                | US05/005064        | 2/17/05             | Method and Apparatus to Determine Audience Viewing of Recorded Programs                                      |
| NMR                | PCT                                | US05/005079        | 2/17/05             | Apparatus and Methods for Game Measurement   |
| NMR                | PCT                                | US05/005271        | 2/18/05             | Methods and Apparatus to Determine Audience Viewing of Video-On-Demand Programs                              |
| NMR                | PCT                                | US05/007562        | 3/8/05              | Variable Encoding and Detection Apparatus and Methods  |
| NMR                | PCT                                | US05/017175        | 5/16/05             | Methods and Apparatus for Identifying Media Content  |
| NMR                | PCT                                | US05/019389        | 6/2/05              | Methods and Apparatus for Collecting Media Consumption Data Based on Usage Information                       |
| NMR                | PCT                                | US05/019613        | 6/3/05              | Methods and Apparatus to Detect a Time-Shift Event Associated with the Presentation of Media                 |
| NMR                | PCT                                | US05/020027        | 6/8/05              | Method for Receiving Audience Measurement Data From Interactive Television Terminals                         |
| NMR                | PCT                                | US05/023578        | 6/29/05             | MIXING SYSTEM AND METHOD FOR COMPRESSED BIT STREAMS  |
| NMR                | PCT                                | US05/029623        | 8/18/05             | METHOD AND APPARATUS FOR GENERATING SIGNATURES   |
| NMR                | PCT                                | US05/11630         | 4/7/05              | Data Insertion Apparatus and Methods for Use with Compressed Audio/Video Data                                |
| NMR                | PCT                                | US05/13507         | 4/19/05             | Method and Apparatus for encoding multiple audio channels of an MPEG stream                                  |
| NMR                | PCT                                | US05/13765         | 4/22/05             | Methods and Apparatus to Maintain Audience Privacy While Determining Viewing of Video-On- Demand Programming |
| NMR                | PCT                                | US05/20128         | 6/8/05              | A Method for Safe Controlled Lighting for Image Processing   |
| NMR                | PCT                                | US05/23995         | 7/1/05              | Set Top Box IDE/PATA or SATA Bus Analyzer  |
| NMR                | PCT                                | US05/26426         | 7/25/05             | METHODS AND APPARATUS FOR MONITORING THE INSERTION OF LOCAL MEDIA CONTENT INTO A PROGRAM STREAM              |
| NMR                | PCT                                | US05/26921         | 7/29/05             | Method and Apparatus for processing outdoor audience measurement data collected with a GPS enabled meter     |
| NMR                | PCT                                | US05/27327         | 7/29/05             | Method and Apparatus for processing outdoor audience measurement data collected with a GPS enabled meter     |
| NMR                | PCT                                | US05/34743         | 9/27/05             | Methods and Apparatus for Using Location Information to Manager Spillover in an Audience Monitoring System   |

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| NMR                | PCT                                | US05/42108         | 11/21/05            | METHODS AND APPARATUS FOR DETECTING SPACE-SHIFTED MEDIA CONTENT ASSOCIATED WITH A DIGITAL RECORDING/PLAYBACK DEVICE |
| NMR                | PCT                                | WO05/042561        | 11/22/05            | METHODS AND APPARATUS FOR MEDIA SOURCE IDENTIFICATION AND TIME SHIFTED MEDIA CONSUMPTION MEASUREMENTS               |
| NMR                | PCT                                | Not yet assigned   | 6/15/06             | METHODS AND APPARATUS TO MONITOR MEDIA CONTENT ON A CONSUMER NETWORK  |
| NMR                | Philippines                        | 1-2004-501682      | 4/21/03             | Methods and Apparatus to Collect Audience Information Associated with A Media Presentation                          |
| NMR                | Singapore                          | 200400863-7        | 4/19/02             | Television Proximity Sensor   |
| NMR                | Singapore                          | 200401941-0        | 10/9/02             | Method and Apparatus for Identifying a Digital Audio Signal   |
| NMR                | Singapore                          | 200402044-2        | 11/1/02             | Apparatus and Method for Detecting and Correcting a Corrupted Broadcast Time Code                                   |
| NMR                | Singapore                          | 200406095-0        | 4/21/03             | Methods and Apparatus to Collect Audience Information Associated with A Media Presentation                          |
| NMR                | Singapore                          | 200502434-4        | 9/8/03              | DIGITAL DATA INSERTER FOR TELEVISION AUDIENCE MEASUREMENT.  |
| NMR                | Singapore                          | 200504134-8        | 5/13/03             | Methods and Apparatus for Transcoding Metadata  |
| NMR                | Singapore                          | 200504998-6        | 2/10/03             | METHODS AND APPARATUS TO ADAPTIVELY GATHER AUDIENCE INFORMATION   |
| VNUM               | Singapore                          | 200507491-9        | 4/24/00             | AUTOMATED DATA COLLECTION FOR CONSUMER DRIVING - ACTIVITY SURVEY  |
| NMR                | South Africa                       | 2004/2210          | 4/19/02             | Television Proximity Sensor   |
| NMR                | South Africa                       | 2004/4517          | 11/1/02             | Apparatus and Method for Detecting and Correcting a Corrupted Broadcast Time Code                                   |
| NMR                | South Africa                       | 2004/6284          | 10/9/02             | Method and Apparatus for Identifying a Digital Audio Signal   |
| NMR                | South Africa                       | 2004/8525          | 4/21/03             | Methods and Apparatus to Collect Audience Information Associated with A Media Presentation                          |
| NMR                | South Africa                       | 2005/6323          | 2/10/03             | METHODS AND APPARATUS TO ADAPTIVELY GATHER AUDIENCE INFORMATION   |
| NMR                | Taiwan                             | 92107979           | 4/8/03              | METHODS AND APPARATUS TO ADAPTIVELY GATHER AUDIENCE INFORMATION   |
| NMR                | Taiwan                             | 93117000           | 6/11/04             | Methods and Apparatus for Embedding Watermarks  |

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| Owner <sup>s</sup> | Country/<br>Authority <sup>a</sup> | Application<br>No. | Application<br>Date | Description  |
|--------------------|------------------------------------|--------------------|---------------------|--|
| NMR                | Taiwan                             | 93127862           | 9/15/04             | Methods and Apparatus to Operate a Metering Device with Voice Commands                         |
| NMR                | Taiwan                             | 93128396           | 9/20/04             | Method of Detecting LCD Television Display On/Off Using Optical Sensor                         |
| NMR                | Taiwan                             | 93131123           | 10/14/04            | Identifying Audio in Large Databases Using the Times Between Audio Features                    |
| NMR                | Taiwan                             | 93131124           | 10/14/04            | Audio Signature Apparatus and Methods for Use with Broadcast Systems                           |
| NMR                | Taiwan                             | 93131327           | 10/15/04            | Battery Powered, Wireless, Portable, Off-The-Shelf, Multi-Purpose Audience Measurement Meter   |
| NMR                | Taiwan                             | 93138737           | 12/14/04            | Methods and Apparatus to Distinguish a Signal Originating From a Local Device From a Broadcast |
| NMR                | Taiwan                             | 94100982           | 1/13/05             | Portable Audience Measurement Architectures and Methods for Portable Audience Measurement      |
| NMR                | Taiwan                             | 94104620           | 2/17/05             | Method and Apparatus to Determine Audience Viewing of Recorded Programs                        |
| NMR                | Taiwan                             | 94110973           | 4/7/05              | Data Insertion Apparatus and Methods for Use with Compressed Audio/Video Data                  |
| NMR                | Thailand                           | 081659             | 4/10/03             | METHODS AND APPARATUS TO ADAPTIVELY GATHER AUDIENCE INFORMATION                                |
| NMR                | Thailand                           | 091474             | 6/11/04             | Methods and Apparatus for Embedding Watermarks   |
| NMR                | Thailand                           | 093940             | 9/23/04             | Method of Detecting LCD Television Display On/Off Using Optical Sensor                         |
| NMR                | Thailand                           | 094580             | 10/15/04            | Identifying Audio in Large Databases Using the Times Between Audio Features                    |
| NMR                | Thailand                           | 094581             | 10/15/04            | Audio Signature Apparatus and Methods for Use with Broadcast Systems                           |
| NMR                | Thailand                           | 094582             | 10/15/04            | Battery Powered, Wireless, Portable, Off-The-Shelf, Multi-Purpose Audience Measurement Meter   |
| NMR                | Thailand                           | 096558             | 2/24/04             | Methods and Apparatus to Distinguish a Signal Originating From a Local Device From a Broadcast |
| NMR                | Thailand                           | 096948             | 1/13/05             | Portable Audience Measurement Architectures and Methods for Portable Audience Measurement      |



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| <b>Owner<sup>5</sup></b> | <b>Country/<br/>Authority<sup>6</sup></b> | <b>Application<br/>No.</b> | <b>Application<br/>Date</b> | <b>Description</b>  |
|--------------------------|---|----------------------------|-----------------------------|---|
| NMR                      | Thailand                                  | 097826                     | 2/17/05                     | Method and Apparatus to Determine Audience Viewing of Recorded Programs     |
| NMR                      | TW  | 95110536                   | 3/27/06                     | Method and Apparatus for encoding multiple audio channels of an MPEG stream |
| NMR                      | Venezuela                                 | 00686-2003                 | 4/30/03                     | METHODS AND APPARATUS TO NA ADAPTIVELY GATHER AUDIENCE INFORMATION          |
| NMR                      | Venezuela                                 | 0933-2004                  | 6/14/04                     | Methods and Apparatus for Embedding Watermarks                              |

**Patent Licenses:**

| <b>Licensee</b>                                      | <b>Licensor</b>  | <b>Country/State</b> | <b>Registration/<br/>Application<br/>No.</b> | <b>Description</b>  |
|--|------------------|----------------------|--|---|
| AGB Nielsen Media Research (Ireland) Limited/NMR     | NMR              | Ireland              | EP 066970                                    | Audience measurement system                                       |
| AGB Nielsen Media Research (Sweden) AB/NMR           | NMR              | Sweden               | EP 0748565                                   | Attachment for metering channel serial data                       |
| AGB Nielsen Media Research (South Korea) Limited/NMR | NMR              | South Korea          | 10-324649                                    | Method for analyzing television audience rate examination systems |
| Omniture, Inc.                                       | NetRatings, Inc. | Australia            | 735285                                       | Content Display Monitor   |
| Omniture, Inc.                                       | NetRatings, Inc. | Belgium              | 0 870 234                                    | Content Display Monitor   |
| Omniture, Inc.                                       | NetRatings, Inc. | China                | ZL971915563                                  | Content Display Monitor   |
| Omniture, Inc.                                       | NetRatings, Inc. | Denmark              | 0 870 234                                    | Content Display Monitor   |
| Omniture, Inc.                                       | NetRatings, Inc. | EPC                  | 0 870 234                                    | Content Display Monitor   |
| Omniture, Inc.                                       | NetRatings, Inc. | Finland              | 0 870 234                                    | Content Display Monitor   |
| Omniture, Inc.                                       | NetRatings, Inc. | France               | 0870234                                      | Content Display Monitor   |
| Omniture, Inc.                                       | NetRatings, Inc. | Germany              | 0870234                                      | Content Display Monitor   |
| Omniture, Inc.                                       | NetRatings, Inc. | Hong Kong            | 1018327B                                     | Content Display Monitor   |
| Omniture, Inc.                                       | NetRatings, Inc. | Ireland              | 0 870 234                                    | Content Display Monitor   |
| Omniture, Inc.                                       | NetRatings, Inc. | Italy                | 0 870 234                                    | Content Display Monitor   |
| Omniture, Inc.                                       | NetRatings, Inc. | Spain                | 0 870 234                                    | Content Display Monitor   |
| Omniture, Inc.                                       | NetRatings, Inc. | Sweden               | 0 870 234                                    | Content Display Monitor   |
| Omniture, Inc.                                       | NetRatings, Inc. | Switzerland          | 0 870 234                                    | Content Display Monitor   |
| Omniture, Inc.                                       | NetRatings, Inc. | UK                   | 0 870 234                                    | Content Display Monitor   |
| SageMetrics Corporation                              | NetRatings, Inc. | Australia            | 735285                                       | Content Display Monitor   |
| SageMetrics Corporation                              | NetRatings, Inc. | Belgium              | 0 870 234                                    | Content Display Monitor   |
| SageMetrics Corporation                              | NetRatings, Inc. | China                | ZL971915563                                  | Content Display Monitor   |
| SageMetrics Corporation                              | NetRatings, Inc. | Denmark              | 0 870 234                                    | Content Display Monitor   |
| SageMetrics Corporation                              | NetRatings, Inc. | EPC                  | 0 870 234                                    | Content Display Monitor   |
| SageMetrics Corporation                              | NetRatings, Inc. | Finland              | 0 870 234                                    | Content Display Monitor   |
| SageMetrics Corporation                              | NetRatings, Inc. | France               | 0870234                                      | Content Display Monitor   |
| SageMetrics Corporation                              | NetRatings, Inc. | Germany              | 0870234                                      | Content Display Monitor   |
| SageMetrics Corporation                              | NetRatings, Inc. | Hong Kong            | 1018327B                                     | Content Display Monitor   |

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|                         |                  |             |             |                         |
|-------------------------|------------------|-------------|-------------|-------------------------|
| SageMetrics Corporation | NetRatings, Inc. | Ireland     | 0 870 234   | Content Display Monitor |
| SageMetrics Corporation | NetRatings, Inc. | Italy       | 0 870 234   | Content Display Monitor |
| SageMetrics Corporation | NetRatings, Inc. | Spain       | 0 870 234   | Content Display Monitor |
| SageMetrics Corporation | NetRatings, Inc. | Sweden      | 0 870 234   | Content Display Monitor |
| SageMetrics Corporation | NetRatings, Inc. | Switzerland | 0 870 234   | Content Display Monitor |
| SageMetrics Corporation | NetRatings, Inc. | UK          | 0 870 234   | Content Display Monitor |
| Visual Sciences, LLC    | NetRatings, Inc. | Australia   | 735285      | Content Display Monitor |
| Visual Sciences, LLC    | NetRatings, Inc. | Belgium     | 0 870 234   | Content Display Monitor |
| Visual Sciences, LLC    | NetRatings, Inc. | China       | ZL971915563 | Content Display Monitor |
| Visual Sciences, LLC    | NetRatings, Inc. | Denmark     | 0 870 234   | Content Display Monitor |
| Visual Sciences, LLC    | NetRatings, Inc. | EPC         | 0 870 234   | Content Display Monitor |
| Visual Sciences, LLC    | NetRatings, Inc. | Finland     | 0 870 234   | Content Display Monitor |
| Visual Sciences, LLC    | NetRatings, Inc. | France      | 0870234     | Content Display Monitor |
| Visual Sciences, LLC    | NetRatings, Inc. | Germany     | 0870234     | Content Display Monitor |
| Visual Sciences, LLC    | NetRatings, Inc. | Hong Kong   | 1018327B    | Content Display Monitor |
| Visual Sciences, LLC    | NetRatings, Inc. | Ireland     | 0 870 234   | Content Display Monitor |
| Visual Sciences, LLC    | NetRatings, Inc. | Italy       | 0 870 234   | Content Display Monitor |
| Visual Sciences, LLC    | NetRatings, Inc. | Spain       | 0 870 234   | Content Display Monitor |
| Visual Sciences, LLC    | NetRatings, Inc. | Sweden      | 0 870 234   | Content Display Monitor |
| Visual Sciences, LLC    | NetRatings, Inc. | Switzerland | 0 870 234   | Content Display Monitor |
| Visual Sciences, LLC    | NetRatings, Inc. | UK          | 0 870 234   | Content Display Monitor |

**UNITED STATES TRADEMARKS:**

**Trademark Registrations:**

| <b>Owner</b>             | <b>Registration No.</b> | <b>Trademark</b>  |
|--------------------------|-------------------------|---|
| VNU Business Media, Inc. | 12732                   | SHOWEST (California)                                      |
| VNU Business Media, Inc. | 25496                   | SHOWEST (Utah)  |
| VNU Business Media, Inc. | 234944                  | EDITOR & PUBLISHER THE OLDEST PUBLISHERS' AND ....        |
| VNU Business Media, Inc. | 243753                  | EDITOR & PUBLISHER THE FOURTH ESTATE & Design             |
| VNU Business Media, Inc. | 270786                  | NEWSPAPERDOM  |
| VNU Business Media, Inc. | 601689                  | EDITOR & PUBLISHER MARKET GUIDE (Stylized)                |
| VNU Business Media, Inc. | 606753                  | BILLBOARD (stylized 1) - Cl. 16                           |
| VNU Business Media, Inc. | 734198                  | AMUSEMENT BUSINESS  |
| VNU Business Media, Inc. | 831459                  | HOT 100 (Cl. 16)  |
| VNU Business Media, Inc. | 838831                  | E&P (Stylized)  |
| VNU Business Media, Inc. | 844599                  | WG & Design   |
| VNU Business Media, Inc. | 845021                  | WATSON-GUPTILL  |
| VNU Business Media, Inc. | 848207                  | PLASTICS TECHNOLOGY                                       |
| VNU Business Media, Inc. | 855124                  | AMERICAN ARTIST   |
| VNU Business Media, Inc. | 856584                  | THE HOLLYWOOD REPORTER (Stylized)                         |
| VNU Business Media, Inc. | 986949                  | BILLBOARD (Cl. 16)  |
| VNU Business Media, Inc. | 0963654                 | SM  |
| VNU Business Media, Inc. | 1134824                 | CLIO (Cl. 41)   |
| VNU Business Media, Inc. | 1136760                 | CONVENIENCE STORE NEWS                                    |
| VNU Business Media, Inc. | 1136761                 | CONVENIENCE STORE INDUSTRY REPORT                         |
| VNU Business Media, Inc. | 1140385                 | THE HOLLYWOOD REPORTER & Design                           |
| VNU Business Media, Inc. | 1185696                 | THE HOLLYWOOD REPORTER STUDIO FOUNDED IN 1929<br>BLU-BOOK |
| VNU Business Media, Inc. | 1193612                 | AUDARENA STADIUM  |
| VNU Business Media, Inc. | 1212684                 | SHOWEST   |
| VNU Business Media, Inc. | 1275125                 | SUCCESSFUL MEETINGS                                       |
| VNU Business Media, Inc. | 1309511                 | THE GOURMET RETAILER                                      |
| VNU Business Media, Inc. | 1339800                 | BUSINESS TRAVEL NEWS                                      |
| VNU Business Media, Inc. | 1391998                 | GM/HBA  |

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| <b>Owner</b>             | <b>Registration No.</b> | <b>Trademark</b>                         |
|--------------------------|-------------------------|--|
| VNU Business Media, Inc. | 1404920                 | BACK STAGE                               |
| VNU Business Media, Inc. | 1413318                 | AB (LOGO)                                |
| VNU Business Media, Inc. | 1431917                 | CAVALCADE OF ACTS AND ATTRACTIONS        |
| VNU Business Media, Inc. | 1442070                 | ADWEEK (Stylized)                        |
| VNU Business Media, Inc. | 1442393                 | NATIONAL HOME CENTER SHOW                |
| VNU Business Media, Inc. | 1445742                 | PHOTO/DESIGN                             |
| VNU Business Media, Inc. | 1456956                 | PLASPEC                                  |
| VNU Business Media, Inc. | 1459984                 | TRADESHOW & CONVENTION GUIDE             |
| VNU Business Media, Inc. | 1463482                 | HOTLINE                                  |
| VNU Business Media, Inc. | 1472195                 | SPORTS TREND                             |
| VNU Business Media, Inc. | 1482352                 | DRAMA-LOGUE                              |
| VNU Business Media, Inc. | 1485757                 | ARCHITECTURAL LIGHTING                   |
| VNU Business Media, Inc. | 1494186                 | TOP POP                                  |
| VNU Business Media, Inc. | 1494473                 | ADSPO                                    |
| VNU Business Media, Inc. | 1498618                 | THE SERVICE EDGE                         |
| VNU Business Media, Inc. | 1507093                 | TRAINING DIRECTORS' FORUM                |
| VNU Business Media, Inc. | 1507103                 | CONTRACT                                 |
| VNU Business Media, Inc. | 1515707                 | THE NATIONAL HOME HEALTH CARE EXPOSITION |
| VNU Business Media, Inc. | 1518860                 | MUSICIAN (Stylized)                      |
| VNU Business Media, Inc. | 1523036                 | GIFT & STATIONERY BUSINESS               |
| VNU Business Media, Inc. | 1528168                 | BILLBOARD (stylized 2) - Cl. 16          |
| VNU Business Media, Inc. | 1536359                 | SURVEY OF BUYING POWER                   |
| VNU Business Media, Inc. | 1538124                 | MULTI-HOUSING NEWS                       |
| VNU Business Media, Inc. | 1538506                 | BILLBOARD SONG CONTEST                   |
| VNU Business Media, Inc. | 1542085                 | U.S. DISTRIBUTION JOURNAL                |
| VNU Business Media, Inc. | 1545323                 | KITCHEN & BATH BUSINESS                  |
| VNU Business Media, Inc. | 1547308                 | FACILITIES DESIGN & MANAGEMENT           |
| VNU Business Media, Inc. | 1559003                 | DIRECT SUCCESS                           |
| VNU Business Media, Inc. | 1562833                 | THE JOURNAL OF PETROLEUM MARKETING       |
| VNU Business Media, Inc. | 1576716                 | BUYING POWER INDEX                       |
| VNU Business Media, Inc. | 1600765                 | TRAINING                                 |
| VNU Business Media, Inc. | 1603998                 | COMPUCHAIN                               |
| VNU Business Media, Inc. | 1612291                 | MARKET STATISTICS                        |

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| Owner                    | Registration No. | Trademark                             |
|--------------------------|------------------|---------------------------------------|
| VNU Business Media, Inc. | 1617848          | MARKETPLACE                           |
| VNU Business Media, Inc. | 1618733          | THE SPORTING GOODS DEALER             |
| VNU Business Media, Inc. | 1623960          | COMMERCIAL PROPERTY WORLD             |
| VNU Business Media, Inc. | 1627505          | MULTI-HOUSING WORLD                   |
| VNU Business Media, Inc. | 1628290          | MEDIAWEEK                             |
| VNU Business Media, Inc. | 1634011          | BPI                                   |
| VNU Business Media, Inc. | 1639419          | INCENTIVE                             |
| VNU Business Media, Inc. | 1642967          | CORPORATE TRAVEL WORLD                |
| VNU Business Media, Inc. | 1653267          | BPI ENTERTAINMENT NEWS WIRE           |
| VNU Business Media, Inc. | 1660589          | BILLBOARD (stylized 2) - Cl. 9        |
| VNU Business Media, Inc. | 1680282          | BOBBIN                                |
| VNU Business Media, Inc. | 1683179          | INTERBIKE                             |
| VNU Business Media, Inc. | 1686845          | ACTION SPORTS RETAILER TRADE EXPO     |
| VNU Business Media, Inc. | 1686904          | BIN                                   |
| VNU Business Media, Inc. | 1688075          | HOSPITALITY DESIGN                    |
| VNU Business Media, Inc. | 1704965          | BILLBOARD 200                         |
| VNU Business Media, Inc. | 1714664          | DO NOT USE                            |
| VNU Business Media, Inc. | 1722374          | DESIGN OF BRAIDED POLE                |
| VNU Business Media, Inc. | 1724339          | PINNACLE                              |
| VNU Business Media, Inc. | 1737206          | SUCCESSFUL MEETINGS PINNACLE AWARD    |
| VNU Business Media, Inc. | 1745378          | KEY ART AWARDS                        |
| VNU Business Media, Inc. | 1768293          | GLOBAL MUSIC PULSE                    |
| VNU Business Media, Inc. | 1786313          | HOSPITALITY DESIGN                    |
| VNU Business Media, Inc. | 1791549          | MUSIC & MEDIA (Stylized)              |
| VNU Business Media, Inc. | 1820584          | BRANDWEEK                             |
| VNU Business Media, Inc. | 1828532          | MODERN DAY MARINE MILITARY EXPOSITION |
| VNU Business Media, Inc. | 1835642          | MEDTRADE                              |
| VNU Business Media, Inc. | 1844376          | AIRPLAY MONITOR                       |
| VNU Business Media, Inc. | 1846725          | WHO'S WHERE                           |
| VNU Business Media, Inc. | 1860894          | MEETINGS TODAY                        |
| VNU Business Media, Inc. | 1879722          | BACK STAGE WEST                       |
| VNU Business Media, Inc. | 1883176          | WOOD TECHNOLOGY                       |
| VNU Business Media, Inc. | 1895079          | HD                                    |

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|--------------------------|-------------------------|--|
| VNU Business Media, Inc. | 1896434                 | HD   |
| VNU Business Media, Inc. | 1920850                 | HEATSEEKERS                                      |
| VNU Business Media, Inc. | 1921265                 | PRESENTATIONS                                    |
| VNU Business Media, Inc. | 1925407                 | WORLD RADIO TV HANDBOOK                          |
| VNU Business Media, Inc. | 1934511                 | LAS VEGAS MERCHANDISE EXPO                       |
| VNU Business Media, Inc. | 1950085                 | HIGHLIGHTS                                       |
| VNU Business Media, Inc. | 1960489                 | DISPLAY & DESIGN IDEAS                           |
| VNU Business Media, Inc. | 1966029                 | VITAL REISSUES                                   |
| VNU Business Media, Inc. | 1985157                 | MISCELLANEOUS DESIGN (Statuette) - Cl. 41        |
| VNU Business Media, Inc. | 1995711                 | AB   |
| VNU Business Media, Inc. | 1999210                 | PDN  |
| VNU Business Media, Inc. | 2016849                 | AB AMUSEMENT BUSINESS                            |
| VNU Business Media, Inc. | 2017541                 | NEW HORIZONS IN HEALTH CARE                      |
| VNU Business Media, Inc. | 2026342                 | PHOTO DISTRICT NEWS                              |
| VNU Business Media, Inc. | 2038457                 | SUPERBRANDS                                      |
| VNU Business Media, Inc. | 2051156                 | BILLBOARD ONLINE (Stylized)                      |
| VNU Business Media, Inc. | 2066761                 | SALES & MARKETING MANAGEMENT                     |
| VNU Business Media, Inc. | 2082353                 | BILLBOARD (stylized 2) - Cl. 25                  |
| VNU Business Media, Inc. | 2086366                 | PDN'S PIX  |
| VNU Business Media, Inc. | 2086651                 | THE STORE FIXTURING SHOW                         |
| VNU Business Media, Inc. | 2093837                 | RETAIL OPERATIONS & CONSTRUCTION EXPO AND DESIGN |
| VNU Business Media, Inc. | 2110693                 | INCENTIVE  |
| VNU Business Media, Inc. | 2113473                 | VARIETY MERCHANDISE SHOW                         |
| VNU Business Media, Inc. | 2127879                 | BILLBOARD LIVE (Cl. 41)                          |
| VNU Business Media, Inc. | 2153337                 | THE VISUAL MERCHANDISING SHOW (STYLIZED)         |
| VNU Business Media, Inc. | 2160124                 | BILLBOARD BULLETIN                               |
| VNU Business Media, Inc. | 2170401                 | LUXE   |
| VNU Business Media, Inc. | 2175794                 | BRAND BUILDERS (Stylized)                        |
| VNU Business Media, Inc. | 2176761                 | HOSPITALITY DESIGN                               |
| VNU Business Media, Inc. | 2179876                 | HOLLYWOOD HYPERLINKS                             |
| VNU Business Media, Inc. | 2183575                 | MEDTRADE   |
| VNU Business Media, Inc. | 2191939                 | ROSS REPORTS                                     |
| VNU Business Media, Inc. | 2202505                 | BILLBOARD.COM                                    |

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|--------------------------|-------------------------|---|
| VNU Business Media, Inc. | 2203112                 | GLOBALSHOP                                    |
| VNU Business Media, Inc. | 2208161                 | STAR POWER                                    |
| VNU Business Media, Inc. | 2208188                 | STAR POWER & Design                           |
| VNU Business Media, Inc. | 2213123                 | ROSS REPORTS TELEVISION & FILM                |
| VNU Business Media, Inc. | 2241385                 | FLY FISHING RETAILER                          |
| VNU Business Media, Inc. | 2244053                 | EPPY  |
| VNU Business Media, Inc. | 2245657                 | HOLLYWOODREPORTER.COM                         |
| VNU Business Media, Inc. | 2258176                 | COUTURE COLLECTION & CONFERENCE               |
| VNU Business Media, Inc. | 2274631                 | POTENTIALS                                    |
| VNU Business Media, Inc. | 2276196                 | POTENTIALS IDEAS AND PRODUCTS THAT MOTIVATE   |
| VNU Business Media, Inc. | 2280855                 | THE IMPRINTED SPORTSWEAR SHOWS                |
| VNU Business Media, Inc. | 2281007                 | OUTDOOR RETAILER                              |
| VNU Business Media, Inc. | 2290642                 | BILLBOARD LIVE & DESIGN (Cl. 41, 42)          |
| VNU Business Media, Inc. | 2291689                 | THE ART METHODS & MATERIALS SHOW              |
| VNU Business Media, Inc. | 2313448                 | DIRECTOR POWER                                |
| VNU Business Media, Inc. | 2319617                 | BILLBOARD LIVE (Cl. 25)                       |
| VNU Business Media, Inc. | 2320657                 | STAR POWER                                    |
| VNU Business Media, Inc. | 2322564                 | IMPACT!                                       |
| VNU Business Media, Inc. | 2323185                 | ADWEEKASIA                                    |
| VNU Business Media, Inc. | 2331542                 | MEDIAWEEK                                     |
| VNU Business Media, Inc. | 2331543                 | BRANDWEEK.COM                                 |
| VNU Business Media, Inc. | 2332154                 | BILLBOARD LIVE & DESIGN (Cl. 25)              |
| VNU Business Media, Inc. | 2335400                 | BICYCLE RETAILER AND INDUSTRY NEWS            |
| VNU Business Media, Inc. | 2350622                 | TRAINLINK                                     |
| VNU Business Media, Inc. | 2355021                 | MISCELLANEOUS DESIGN (Star & Reel Logo)       |
| VNU Business Media, Inc. | 2361215                 | GREATEST GAINERS                              |
| VNU Business Media, Inc. | 2366107                 | CREATIVE SEMINAR                              |
| VNU Business Media, Inc. | 2370766                 | APPAREL INDUSTRY INTERNACIONAL                |
| VNU Business Media, Inc. | 2388038                 | ALT.OFFICE                                    |
| VNU Business Media, Inc. | 2392385                 | MISCELLANEOUS DESIGN (Billboard Colored Dots) |
| VNU Business Media, Inc. | 2409852                 | MISCELLANEOUS DESIGN (Star, Reel & Bar Logo)  |
| VNU Business Media, Inc. | 2418948                 | KIRKUS REVIEWS                                |
| VNU Business Media, Inc. | 2432199                 | APPAREL SOURCE                                |



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|--------------------------|-------------------------|---|
| VNU Business Media, Inc. | 2439634                 | INSIDE MEDIA                                      |
| VNU Business Media, Inc. | 2441772                 | MISCELLANEOUS DESIGN (Star & Reel Logo)           |
| VNU Business Media, Inc. | 2445057                 | ERETAILING WORLD                                  |
| VNU Business Media, Inc. | 2445058                 | ERETAILING WORLD                                  |
| VNU Business Media, Inc. | 2447678                 | BILLBOARD INTERNATIONAL TAPE/DISC DIRECTORY       |
| VNU Business Media, Inc. | 2450276                 | SEWN PRODUCTS EQUIPMENT & TECHNOLOGY EXPO         |
| VNU Business Media, Inc. | 2452299                 | BACKSTAGE.COM                                     |
| VNU Business Media, Inc. | 2453593                 | DIRECTOR POWER                                    |
| VNU Business Media, Inc. | 2461610                 | JPM   |
| VNU Business Media, Inc. | 2465790                 | IMPRESSIONS                                       |
| VNU Business Media, Inc. | 2472821                 | SHOWEAST  |
| VNU Business Media, Inc. | 2476362                 | ERETAILING WORLD                                  |
| VNU Business Media, Inc. | 2478470                 | SGB SPORTSLAB & Design                            |
| VNU Business Media, Inc. | 2489927                 | POINT OF PURCHASE MAGAZINE                        |
| VNU Business Media, Inc. | 2491667                 | DESIGN.Y.C.                                       |
| VNU Business Media, Inc. | 2493701                 | RETAIL OPERATIONS & CONSTRUCTION                  |
| VNU Business Media, Inc. | 2499441                 | APPAREL INDUSTRY MAGAZINE                         |
| VNU Business Media, Inc. | 2506188                 | APPLIED BRILLIANCE                                |
| VNU Business Media, Inc. | 2512105                 | SHOWEST AWARDS                                    |
| VNU Business Media, Inc. | 2533161                 | DIGITAL INTERIOR                                  |
| VNU Business Media, Inc. | 2555236                 | ADWEEK MAGAZINES' TECHNOLOGY MARKETING            |
| VNU Business Media, Inc. | 2561348                 | COMMERCIAL PROPERTY NEWS                          |
| VNU Business Media, Inc. | 2562489                 | FUEL CHANNELS                                     |
| VNU Business Media, Inc. | 2589048                 | HOSPITALITY DESIGN LEADERSHIP SUMMIT              |
| VNU Business Media, Inc. | 2604761                 | BOBBIN AMERICAS                                   |
| VNU Business Media, Inc. | 2620191                 | POP MARKETPLACE & Design                          |
| VNU Business Media, Inc. | 2623117                 | EMB EMBROIDERY / MONOGRAM BUSINESS                |
| VNU Business Media, Inc. | 2647432                 | ARCHIT HOUSE & Design                             |
| VNU Business Media, Inc. | 2654217                 | SGB SPORTING GOODS BUSINESS                       |
| VNU Business Media, Inc. | 2666937                 | YOUR SOURCE FOR OPERATIONAL EXCELLENCE            |
| VNU Business Media, Inc. | 2670705                 | BOBBIN WORLD THE INTERNATIONAL SEWN PRODUCTS EXPO |
| VNU Business Media, Inc. | 2674583                 | CINEMA EXPO INTERNATIONAL                         |

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|--------------------------|------------------|---|
| VNU Business Media, Inc. | 2676779          | WOOD TECHNOLOGY                                   |
| VNU Business Media, Inc. | 2679633          | SEWN PRODUCTS EXPO                                |
| VNU Business Media, Inc. | 2690044          | COUTURE   |
| VNU Business Media, Inc. | 2704083          | BILLBOARD RADIO                                   |
| VNU Business Media, Inc. | 2731281          | THE BOOKSELLER                                    |
| VNU Business Media, Inc. | 2768767          | FILM JOURNAL INTERNATIONAL                        |
| VNU Business Media, Inc. | 2788877          | ADWEEK (word mark - Class 16)                     |
| VNU Business Media, Inc. | 2817744          | THE AUTHORITY ON MASS, DRUG & SPECIALTY RETAILING |
| VNU Business Media, Inc. | 2822408          | ASR   |
| VNU Business Media, Inc. | 2837926          | CLIO (Cl. 16)                                     |
| VNU Business Media, Inc. | 2905358          | FUEL FOR THOUGHT (Class 16)                       |
| VNU Business Media, Inc. | 2928300          | FUEL FOR THOUGHT (Class 41)                       |
| VNU Business Media, Inc. | 2946745          | WATCH AFICIONADO                                  |
| VNU Business Media, Inc. | 2958589          | DDI   |
| VNU Business Media, Inc. | 2986343          | SMART SUPPLIER                                    |
| VNU Business Media, Inc. | 2988375          | HIGH VOLUME DECORATOR SUMMIT                      |
| VNU Business Media, Inc. | 2989342          | BRAND BUILDERS (word mark - 2(f))                 |
| VNU Business Media, Inc. | 2997512          | ADWEEK (word mark - Class 41)                     |
| VNU Business Media, Inc. | 3023506          | BILLBOARD MUSIC AWARDS                            |
| VNU Business Media, Inc. | 3030454          | CONTENT & CONTACT                                 |
| VNU Business Media, Inc. | 3036652          | Miscellaneous Design (DIAMOND)                    |
| VNU Business Media, Inc. | 3037893          | ASR LINEUP  |
| VNU Business Media, Inc. | 3053954          | KIRKUS  |
| VNU Business Media, Inc. | 3080359          | ACTION SPORTS RETAILER                            |
| VNU Business Media, Inc. | 3087371          | NATIONAL JEWELER                                  |
| VNU Business Media, Inc. | 3096616          | RADIO MONITOR                                     |
| VNU Business Media, Inc. | 3096803          | ACCESS DESIGN                                     |
| VNU Business Media, Inc. | 3099497          | WINTERBIKE  |
| VNU Business Media, Inc. | 3101541          | DESIGNOW  |
| VNU Business Media, Inc. | 3112005          | PROGRESSIVE GROCER                                |

**Trademark Applications:**

| <b>Owner</b>       | <b>Application No.</b> | <b>Trademark</b>                            |
|--------------------|------------------------|---|
| VNU Business Media | 78/377,201             | ADWEEK'S MARKETING Y MEDIOS                 |
| VNU Business Media | 78/399,439             | ADWEEK'S WORK                               |
| VNU Business Media | 78/432,196             | THE BOOK STANDARD                           |
| VNU Business Media | 78/444,478             | SIGNATURE SALONS                            |
| VNU Business Media | 78/508,530             | KIRKUS                                      |
| VNU Business Media | 78/521,634             | ADFREAK                                     |
| VNU Business Media | 78/535,926             | COUTURE INTERNATIONAL JEWELER               |
| VNU Business Media | 78/588,484             | POP 100                                     |
| VNU Business Media | 78/590,597             | RING MASTERS                                |
| VNU Business Media | 78/594,116             | BILLBOARD (Classes 9 and 41)                |
| VNU Business Media | 78/645,923             | MECCA (Class 35)                            |
| VNU Business Media | 78/645,931             | MECCA (Class 41)                            |
| VNU Business Media | 78/669401              | PRESENTATIONS                               |
| VNU Business Media | 78/722,249             | KIDS DRAW                                   |
| VNU Business Media | 78/739,070             | SOURCEDIRECT (Class 35)                     |
| VNU Business Media | 78/741,942             | ELITE RUNNING STORE CONFERENCE              |
| VNU Business Media | 78/801,067             | ICON AWARDS                                 |
| VNU Business Media | 78/813,359             | ACTORFEST (Class 35)                        |
| VNU Business Media | 78/841,058             | EUROPA STAR (Class 16)                      |
| VNU Business Media | 78/841,062             | EUROPA STAR (Class 35)                      |
| VNU Business Media | 78/841,999             | TRAINING SOLUTIONS                          |
| VNU Business Media | 78/861,889             | COUTURE JEWELLERY COLLECTION AND CONFERENCE |

**Licenses:**

| <b>Licensee</b>              | <b>Licensor</b>   | <b>Registration/<br/>Application No.</b>  | <b>Trademark</b>                               |
|------------------------------|---|---|--|
| Wegener Communications, Inc. | Nielsen Media Research, Inc., pursuant to License, Development, and Distribution Agreement, dated August 2, 2005              | Registrations: 2512912, 2367336, 2448024 and 2502257<br>Application: 78/127,453 | NIELSEN / N Design<br>NIELSEN MEDIA RESEARCH / |
| Trendum Ltd.                 | CZT/ACN Trademarks, L.L.C., pursuant to Trademark License Agreement, dated Effective February 14, 2006                        | Registration: 540,915<br>Application: 78/127,453                                | NIELSEN / N Design                             |
| BuzzMetrics, Inc.            | Trendum Ltd., joined by CZT/ACN Trademarks, L.L.C., pursuant to Trademark Sublicense Agreement, dated as of February 14, 2006 | Registration: 540,915<br>Application: 78/127,453                                | NIELSEN / N Design                             |

**NON-U.S. TRADEMARKS:**

**Trademark Registrations:**

| <b>Owner</b>             | <b>Country/<br/>Authority</b> | <b>Registration<br/>No.</b> | <b>Trademark</b>                          |
|--------------------------|-------------------------------|-----------------------------|---|
| VNU Business Media, Inc. | Argentina                     | 1.840.171                   | SUPERBRANDS                               |
| VNU Business Media, Inc. | Argentina                     | 1.731.379                   | BILLBOARD (stylized 2) - Cl. 16           |
| VNU Business Media, Inc. | Argentina                     | 1.911.470                   | OLL 2001 LATIN AMERICA                    |
| VNU Business Media, Inc. | Argentina                     | 1.830.843                   | ERETAILING WORLD (Class 16)               |
| VNU Business Media, Inc. | Argentina                     | 1.830.845                   | ERETAILING WORLD (Class 35)               |
| VNU Business Media, Inc. | Argentina                     | 1.898.794                   | ONLINE LEARNING 2001 LATIN AMERICA        |
| VNU Business Media, Inc. | Argentina                     | 2.175.770                   | BILLBOARD (Cl. 16)                        |
| VNU Business Media, Inc. | Argentina                     | 2.615.375                   | CLIO (Cl. 35)                             |
| VNU Business Media, Inc. | Argentina                     | 2.615.376                   | MISCELLANEOUS DESIGN (Statuette) - Cl. 35 |
| VNU Business Media, Inc. | Argentina                     | 2.615.377                   | MISCELLANEOUS DESIGN (Statuette) - Cl. 38 |
| VNU Business Media, Inc. | Argentina                     | 2.615.378                   | MISCELLANEOUS DESIGN (Statuette)          |
| VNU Business Media, Inc. | Argentina                     | 1.975,630                   | CLIO (Cl. 41)                             |
| VNU Business Media, Inc. | Argentina                     | 1.975,631                   | CLIO (Cl. 38)                             |
| VNU Business Media, Inc. | Argentina                     | 1704294                     | MEDTRADE                                  |
| VNU Business Media, Inc. | Argentina                     | 1707199                     | MEDTRADE                                  |
| VNU Business Media, Inc. | Australia                     | A449593                     | BILLBOARD (Cl. 41)                        |
| VNU Business Media, Inc. | Australia                     | B479,744                    | ACTION SPORTS RETAILER                    |
| VNU Business Media, Inc. | Australia                     | B480,949                    | ACTION SPORTS RETAILER                    |
| VNU Business Media, Inc. | Australia                     | 183783                      | BILLBOARD (Cl. 16)                        |
| VNU Business Media, Inc. | Australia                     | 621852                      | CLIO (Cl. 41)                             |
| VNU Business Media, Inc. | Australia                     | 713555                      | BILLBOARD LIVE & DESIGN                   |
| VNU Business Media, Inc. | Australia                     | 725653                      | BILLBOARD (Cl. 41, 42)                    |
| VNU Business Media, Inc. | Benelux                       | 83857                       | BILLBOARD (Cl. 16)                        |
| VNU Business Media, Inc. | Benelux                       | 495775                      | INTERBIKE                                 |
| VNU Business Media, Inc. | Benelux                       | 563807                      | EUROCHART HOT 100                         |
| VNU Business Media, Inc. | Benelux                       | 565363                      | BILLBOARD HOT 100                         |
| VNU Business Media, Inc. | Benelux                       | 584666                      | MEDTRADE                                  |
| VNU Business Media, Inc. | Benelux                       | 641268                      | SUPERBRANDS (stylized)                    |
| VNU Business Media, Inc. | Brazil                        | 790.126.516                 | BILLBOARD (Cl. 16)                        |

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|--------------------------|-----------------------|---------------------|---|
| VNU Business Media, Inc. | Brazil                | 819.050.970         | BILLBOARD LIVE (Cl. 42)                           |
| VNU Business Media, Inc. | Brazil                | 821.130.846         | BILLBOARD (stylized 2) - Cl. 16                   |
| VNU Business Media, Inc. | Brazil                | 817301348           | CLIO (Cl. 41)                                     |
| VNU Business Media, Inc. | Brazil                | 819079227           | BILLBOARD LIVE (Cl. 41)                           |
| VNU Business Media, Inc. | Brazil                | 820446092           | MEDTRADE  |
| VNU Business Media, Inc. | Bulgaria              | 18804               | BILLBOARD (Cl. 16)                                |
| VNU Business Media, Inc. | Canada                |                     | PRESENTATIONS                                     |
| VNU Business Media, Inc. | Canada                | TMA116072           | PROGRESSIVE GROCER                                |
| VNU Business Media, Inc. | Canada                | TMA460149           | AMUSEMENT BUSINESS (Stylized)                     |
| VNU Business Media, Inc. | Canada                | TMA476375           | WORLD WOOD REVIEW                                 |
| VNU Business Media, Inc. | Canada                | TMA501617           | AIRPLAY MONITOR                                   |
| VNU Business Media, Inc. | Canada                | UCA048315           | THE FOURTH ESTATE                                 |
| VNU Business Media, Inc. | Canada                | UCA048319           | EDITOR & PUBLISHER                                |
| VNU Business Media, Inc. | Canada                | TMA651,100          | CLIO (Cl. 41)                                     |
| VNU Business Media, Inc. | Canada                | TMA580,475          | THE BILLBOARD HOT 100                             |
| VNU Business Media, Inc. | Canada                | TMA421,668          | INTERBIKE   |
| VNU Business Media, Inc. | Canada                | TMA579,795          | COUTURE   |
| VNU Business Media, Inc. | Canada                | TMA574,863          | BRANDWEEK   |
| VNU Business Media, Inc. | Canada                | TMA463,924          | BOBBIN  |
| VNU Business Media, Inc. | Canada                | 135798              | BILLBOARD (Cl. 16)                                |
| VNU Business Media, Inc. | Canada                | TMA 294,724         | THE SPORTING GOODS DEALER & Design                |
| VNU Business Media, Inc. | Canada                | 337951              | CAVALCADE OF ACTS AND ATTRACTIONS                 |
| VNU Business Media, Inc. | Canada                | 337991              | AUDARENA STADIUM GUIDE                            |
| VNU Business Media, Inc. | Canada                | 369833              | AMUSEMENT BUSINESS                                |
| VNU Business Media, Inc. | Canada                | 388568              | TRAINING  |
| VNU Business Media, Inc. | Canada                | 402499              | TRAINING THE MAGAZINE OF...                       |
| VNU Business Media, Inc. | Canada                | 423590              | HUMAN SIDE OF BUSINESS                            |
| VNU Business Media, Inc. | Canada                | 428028              | TOTAL TRAINER                                     |
| VNU Business Media, Inc. | Canada                | 460704              | BACK STAGE  |
| VNU Business Media, Inc. | Canada                | 467703              | AB AMUSEMENT BUSINESS                             |
| VNU Business Media, Inc. | Canada                | 470972              | PLASTICS TECHNOLOGY                               |
| VNU Business Media, Inc. | Canada                | 475843              | THE LAKEWOOD REPORT ON TECHNOLOGY FOR<br>LEARNING |
| VNU Business Media, Inc. | Canada                | 484037              | PRESENTATIONS                                     |

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| VNU Business Media, Inc. | Chile                 | 524.813             | BILLBOARD (Cl. 16)                      |
| VNU Business Media, Inc. | Chile                 | 574219              | ERETAILED WORLD                         |
| VNU Business Media, Inc. | China                 | 1/196,627           | BILLBOARD LIVE (Cl. 25)                 |
| VNU Business Media, Inc. | China                 | 608977              | BILLBOARD (Cl. 16)                      |
| VNU Business Media, Inc. | China                 | 1061791             | CLIO (Cl. 41)                           |
| VNU Business Media, Inc. | China                 | 1471917             | BILLBOARD LIVE (Cl. 42)                 |
| VNU Business Media, Inc. | China                 | 3232580             | CINEASIA                                |
| VNU Business Media, Inc. | Colombia              | 100567              | BILLBOARD (Cl. 16)                      |
| VNU Business Media, Inc. | Colombia              | 188955              | LA BOBINA                               |
| VNU Business Media, Inc. | Czech Republic        | 169002              | BILLBOARD (Cl. 16)                      |
| VNU Business Media, Inc. | Czech Republic        | 232619              | CLIO (Cl. 41)                           |
| VNU Business Media, Inc. | Denmark               | VR 1980 02627       | BILLBOARD (Cl. 16)                      |
| VNU Business Media, Inc. | European<br>Community | 3.752.482           | ADWEEK'S WORK                           |
| VNU Business Media, Inc. | European<br>Community | 4.113.957           | ADWEEK (word mark - Classes 35, 41, 42) |
| VNU Business Media, Inc. | European<br>Community | 91074               | THE HOLLYWOOD REPORTER & Design         |
| VNU Business Media, Inc. | European<br>Community | 91207               | ADWEEK                                  |
| VNU Business Media, Inc. | European<br>Community | 126383              | MEDIAWEEK                               |
| VNU Business Media, Inc. | European<br>Community | 126474              | BILLBOARD (Cl. 16)                      |
| VNU Business Media, Inc. | European<br>Community | 126573              | BRANDWEEK                               |
| VNU Business Media, Inc. | European<br>Community | 210013              | MEDTRADE (Class 35 and 41)              |
| VNU Business Media, Inc. | European<br>Community | 260968              | BILLBOARD LIVE (Cl. 25,41,42)           |
| VNU Business Media, Inc. | European<br>Community | 260984              | BILLBOARD LIVE & DESIGN (Cl. 25,41,42)  |
| VNU Business Media, Inc. | European<br>Community | 410522              | HOT 100                                 |

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| VNU Business Media, Inc. | European<br>Community | 410605              | AMUSEMENT BUSINESS (Stylized)    |
| VNU Business Media, Inc. | European<br>Community | 410654              | EUROCHART HOT 100                |
| VNU Business Media, Inc. | European<br>Community | 1238070             | MISCELLANEOUS DESIGN (Statuette) |
| VNU Business Media, Inc. | European<br>Community | 1238195             | CLIO (Cl. 35, 41)                |
| VNU Business Media, Inc. | European<br>Community | 1872506             | ADWEEK GLOBAL MARKETING          |
| VNU Business Media, Inc. | European<br>Community | 1873579             | PRESENTATIONS                    |
| VNU Business Media, Inc. | European<br>Community | 2083079             | BRANDWEEK SUPERBRANDS            |
| VNU Business Media, Inc. | European<br>Community | 2223782             | COUTURE                          |
| VNU Business Media, Inc. | European<br>Community | 3396413             | OUTDOOR RETAILER                 |
| VNU Business Media, Inc. | European<br>Community | 3893881             | THE BOOK STANDARD                |
| VNU Business Media, Inc. | France                | 1.496.735           | BILLBOARD (Cl. 16)               |
| VNU Business Media, Inc. | France                | 03 3 219 078        | ASR                              |
| VNU Business Media, Inc. | France                | 1 743 121           | INTERBIKE                        |
| VNU Business Media, Inc. | France                | 98722784            | SUPERBRANDS                      |
| VNU Business Media, Inc. | Georgia               | 10568               | BILLBOARD (Cl. 16)               |
| VNU Business Media, Inc. | Germany               | DD653363            | BILLBOARD (Cl. 16)               |
| VNU Business Media, Inc. | Germany               | 397 24 304          | OUTDOOR RETAILER                 |
| VNU Business Media, Inc. | Germany               | 792792              | BILLBOARD (Cl. 16)               |
| VNU Business Media, Inc. | Germany               | 2070928             | CLIO (Cl. 35, 41)                |
| VNU Business Media, Inc. | Germany               | 30338079.9          | INTERBIKE                        |
| VNU Business Media, Inc. | Germany               | 39519530            | AB AMUSEMENT BUSINESS            |
| VNU Business Media, Inc. | Germany               | 39724303            | ASR                              |
| VNU Business Media, Inc. | Hong Kong             | B13075/1999         | ADWEEKASIA                       |
| VNU Business Media, Inc. | Hong Kong             | B13878/2000         | BRANDWEEK                        |



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| VNU Business Media, Inc. | Hong Kong             | 11604/1999          | BILLBOARD LIVE & DESIGN (Cl. 25) |
| VNU Business Media, Inc. | Hong Kong             | 11894/1998          | BILLBOARD LIVE & DESIGN (Cl. 41) |
| VNU Business Media, Inc. | Hong Kong             | B02316 1993         | INTERBIKE                        |
| VNU Business Media, Inc. | Hong Kong             | 199808708           | BILLBOARD LIVE & DESIGN (Cl. 42) |
| VNU Business Media, Inc. | Hong Kong             | 199900875           | BILLBOARD (Cl. 9)                |
| VNU Business Media, Inc. | Hong Kong             | 199902520           | BILLBOARD (stylized 2) - Cl. 9   |
| VNU Business Media, Inc. | Hong Kong             | 200002005           | BILLBOARD (Cl. 16)               |
| VNU Business Media, Inc. | Hong Kong             | 200002006           | BILLBOARD (stylized 2) - Cl. 16  |
| VNU Business Media, Inc. | Hungary               | 140 054             | BILLBOARD (Cl. 16)               |
| VNU Business Media, Inc. | Hungary               | 143 886             | INTERBIKE                        |
| VNU Business Media, Inc. | Indonesia             | 378285              | BILLBOARD (stylized 2) - Cl. 16  |
| VNU Business Media, Inc. | Indonesia             | 404500              | BILLBOARD LIVE (Cl. 42)          |
| VNU Business Media, Inc. | Indonesia             | 405468              | BILLBOARD LIVE (Cl. 41)          |
| VNU Business Media, Inc. | Indonesia             | 471165              | BILLBOARD LIVE (Cl. 25)          |
| VNU Business Media, Inc. | Israel                | 100268              | BILLBOARD (stylized 2) - Cl. 16  |
| VNU Business Media, Inc. | Israel                | 147076              | MEDTRADE (Class 35)              |
| VNU Business Media, Inc. | Israel                | 147077              | MEDTRADE (Class 41)              |
| VNU Business Media, Inc. | Italy                 | 612093              | INTERBIKE                        |
| VNU Business Media, Inc. | Italy                 | 781292              | BILLBOARD (Cl. 16)               |
| VNU Business Media, Inc. | Italy                 | 838321              | SUPERBRANDS                      |
| VNU Business Media, Inc. | Japan                 | 891410              | BILLBOARD (Katakana)             |
| VNU Business Media, Inc. | Japan                 | 1664965             | BILLBOARD (Class 16)             |
| VNU Business Media, Inc. | Japan                 | 2094570             | AMUSEMENT BUSINESS               |
| VNU Business Media, Inc. | Japan                 | 2695414             | HOT 100 (Cl. 25)                 |
| VNU Business Media, Inc. | Japan                 | 2722646             | HOT 100 (Cl. 16)                 |
| VNU Business Media, Inc. | Japan                 | 3077332             | THE HOLLYWOOD REPORTER           |
| VNU Business Media, Inc. | Japan                 | 3151423             | BILLBOARD (stylized 1) - Cl. 16  |
| VNU Business Media, Inc. | Japan                 | 3151428             | BILLBOARD CAFE                   |
| VNU Business Media, Inc. | Japan                 | 3337912             | BILLBOARD EXTRA                  |
| VNU Business Media, Inc. | Japan                 | 3356239             | CLIO (Cl. 41)                    |
| VNU Business Media, Inc. | Japan                 | 3363283             | BILLBOARD (Cl. 24)               |
| VNU Business Media, Inc. | Japan                 | 3369074             | BILLBOARD (Cl. 18)               |
| VNU Business Media, Inc. | Japan                 | 4011444             | AB AMUSEMENT BUSINESS            |
| VNU Business Media, Inc. | Japan                 | 4011445             | AMUSEMENT BUSINESS (Stylized)    |

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| VNU Business Media, Inc. | Japan                 | 4040706             | BILLBOARD (Cl. 14)               |
| VNU Business Media, Inc. | Japan                 | 4063452             | BILLBOARD (Cl. 33)               |
| VNU Business Media, Inc. | Japan                 | 4077190             | BILLBOARD (Cl. 21)               |
| VNU Business Media, Inc. | Japan                 | 4089988             | BILLBOARD (Cl. 32)               |
| VNU Business Media, Inc. | Japan                 | 4089989             | BILLBOARD (Cl. 34)               |
| VNU Business Media, Inc. | Japan                 | 4094465             | BILLBOARD (Cl. 3)                |
| VNU Business Media, Inc. | Japan                 | 4128035             | BILLBOARD LIVE (Cl. 42)          |
| VNU Business Media, Inc. | Japan                 | 4128990             | BILLBOARD (Cl. 20)               |
| VNU Business Media, Inc. | Japan                 | 4209251             | BILLBOARD LIVE & DESIGN (Cl. 41) |
| VNU Business Media, Inc. | Japan                 | 4265736             | BILLBOARD (Cl. 30)               |
| VNU Business Media, Inc. | Japan                 | 4419613             | CLIO (Cl. 41)                    |
| VNU Business Media, Inc. | Japan                 | 4431319             | BRANDWEEK                        |
| VNU Business Media, Inc. | Japan                 | 4451421             | BILLBOARD (Cl. 15)               |
| VNU Business Media, Inc. | Japan                 | 4451422             | BILLBOARD (Cl. 28)               |
| VNU Business Media, Inc. | Japan                 | 4454839             | ERETAILING WORLD                 |
| VNU Business Media, Inc. | Japan                 | 4455947             | BILLBOARD (Cl. 16)               |
| VNU Business Media, Inc. | Japan                 | 4467947             | BILLBOARD (Cl. 25)               |
| VNU Business Media, Inc. | Japan                 | 4467947             | BILLBOARD (stylized 2) - Cl. 25  |
| VNU Business Media, Inc. | Japan                 | 4473059             | MEDTRADE                         |
| VNU Business Media, Inc. | Japan                 | 4528548             | BILLBOARD (stylized 2) - Cl. 9   |
| VNU Business Media, Inc. | Japan                 | 4528619             | BRANDWEEK SUPERBRANDS            |
| VNU Business Media, Inc. | Japan                 | 4533081             | PRESENTATIONS IN KATAKANA        |
| VNU Business Media, Inc. | Japan                 | 4854284             | BILLBOARD (Cls. 38 & 41)         |
| VNU Business Media, Inc. | Japan                 | 4854285             | BILLBOARD LIVE (Cls. 38 & 41)    |
| VNU Business Media, Inc. | Mexico                | 236437              | BILLBOARD (Cl. 16)               |
| VNU Business Media, Inc. | Mexico                | 525490              | AB AMUSEMENT BUSINESS            |
| VNU Business Media, Inc. | Mexico                | 551290              | BILLBOARD LIVE (Cl. 42)          |
| VNU Business Media, Inc. | Mexico                | 551291              | BILLBOARD LIVE (Cl. 41)          |
| VNU Business Media, Inc. | Mexico                | 611507              | AMUSEMENT BUSINESS (Stylized)    |
| VNU Business Media, Inc. | Mexico                | 650165              | BILLBOARD LIVE (Cl. 25)          |
| VNU Business Media, Inc. | Monaco                | 1.22574             | COUTURE                          |
| VNU Business Media, Inc. | New Zealand           | 234137              | CLIO (Cl. 41)                    |
| VNU Business Media, Inc. | Norway                | 106.655             | BILLBOARD (Cl. 16)               |
| VNU Business Media, Inc. | Poland                | 74054               | BILLBOARD (stylized 2) - Cl. 16  |

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| VNU Business Media, Inc. | Poland                | 84005               | CLIO (Cl. 41)                   |
| VNU Business Media, Inc. | Romania               | R 18534             | BILLBOARD (stylized 2) - Cl. 16 |
| VNU Business Media, Inc. | Russia                | 96187               | BILLBOARD (Cl. 16)              |
| VNU Business Media, Inc. | Russia                | 141848              | CLIO (Cl. 41)                   |
| VNU Business Media, Inc. | Russia                | 195388              | SUPERBRANDS                     |
| VNU Business Media, Inc. | Russia                | 264042              | PRESENTATIONS                   |
| VNU Business Media, Inc. | Singapore             | T00/07179D          | MEDTRADE                        |
| VNU Business Media, Inc. | Singapore             | T00/07180H          | MEDTRADE                        |
| VNU Business Media, Inc. | Singapore             | T97/00084F          | COUTURE COLLECTION & CONFERENCE |
| VNU Business Media, Inc. | Singapore             | T97/00085D          | COUTURE COLLECTION & CONFERENCE |
| VNU Business Media, Inc. | Singapore             | T97/00553H          | BILLBOARD LIVE (Cl. 25)         |
| VNU Business Media, Inc. | Singapore             | T97/00554F          | BILLBOARD LIVE (Cl. 41)         |
| VNU Business Media, Inc. | Singapore             | T97/00555D          | BILLBOARD LIVE (Cl. 42)         |
| VNU Business Media, Inc. | Singapore             | T97/082715          | BILLBOARD (Cl. 16)              |
| VNU Business Media, Inc. | Singapore             | T97/08534E          | BILLBOARD (stylized 2) - Cl. 16 |
| VNU Business Media, Inc. | Singapore             | 0015996             | PRESENTATIONS                   |
| VNU Business Media, Inc. | Slovak<br>Republic    | 169002              | BILLBOARD (Cl. 16)              |
| VNU Business Media, Inc. | Slovak<br>Republic    | 193650              | CLIO (Cl. 41)                   |
| VNU Business Media, Inc. | South Africa          | 097/12159           | MEDTRADE (Class 41)             |
| VNU Business Media, Inc. | South Africa          | 097/12158           | MEDTRADE (Class 35)             |
| VNU Business Media, Inc. | South Korea           | 40-526132           | THE HOLLYWOOD REPORTER & Design |
| VNU Business Media, Inc. | South Korea           | 41-84433            | BILLBOARD (Cl. 41)              |
| VNU Business Media, Inc. | South Korea           | 41-75211            | BILLBOARD (Cl. 42)              |
| VNU Business Media, Inc. | South Korea           | 41-24005            | CLIO (Cl. 35)                   |
| VNU Business Media, Inc. | South Korea           | 41-24004            | CLIO (Cl. 41)                   |
| VNU Business Media, Inc. | South Korea           | 48281               | BILLBOARD LIVE (Cl. 41)         |
| VNU Business Media, Inc. | South Korea           | 128325              | BILLBOARD (stylized 2) - Cl. 16 |
| VNU Business Media, Inc. | South Korea           | 478357              | BILLBOARD LIVE (Cl. 25)         |
| VNU Business Media, Inc. | Spain                 | 947045              | BILLBOARD (Cl. 16)              |
| VNU Business Media, Inc. | Spain                 | 2149268             | SUPERBRANDS                     |
| VNU Business Media, Inc. | Sweden                | 172 550             | BILLBOARD (Cl. 16)              |
| VNU Business Media, Inc. | Switzerland           | 327528              | BILLBOARD (Cl. 16)              |

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| VNU Business Media, Inc.          | Switzerland           | 391631              | THE NATIONAL HOME HEALTH CARE EXPOSITION      |
| VNU Business Media, Inc.          | Switzerland           | 397176              | Design of Braided Pole                        |
| VNU Business Media, Inc.          | Switzerland           | 519533              | OUTDOOR RETAILER                              |
| VNU Business Media, Inc.          | Taiwan                | S66595              | CLIO (Class 41)                               |
| VNU Business Media, Inc.          | Taiwan                | S66678              | CLIO (Class 35)                               |
| VNU Business Media, Inc.          | Taiwan                | 56966               | INTERBIKE                                     |
| VNU Business Media, Inc.          | Taiwan                | 526128              | BILLBOARD (stylized 2) - Cl. 16               |
| VNU Business Media, Inc.          | Thailand              | 491569              | CINEASIA                                      |
| VNU Business Media, Inc.          | Ukraine               | 5049                | BILLBOARD (Cl. 16)                            |
| VNU Business Media, Inc.          | United<br>Kingdom     | A855909             | BILLBOARD (Cl. 16)                            |
| VNU Business Media, Inc.          | United<br>Kingdom     | 1459821             | INTERBIKE                                     |
| VNU Business Media, Inc.          | United<br>Kingdom     | 1528959             | CLIO (Cl. 35)                                 |
| VNU Business Media, Inc.          | United<br>Kingdom     | 1528960             | CLIO (Cl. 41)                                 |
| VNU Business Media, Inc.          | United<br>Kingdom     | 2242463             | BRANDWEEK SUPERBRANDS                         |
| VNU Business Media, Inc.          | Uruguay               | 259931              | BILLBOARD (Nat. 15)                           |
| VNU Business Media, Inc.          | Utah                  | 25496               | SHOWEST (Utah)                                |
| VNU Business Media, Inc.          | Venezuela             | 101762-F            | BILLBOARD (Cl. 16)                            |
| VNU Business Media, Inc.          | Yugoslavia            | 36009               | BILLBOARD (Cl. 16)                            |
| VNU Business Publications Limited | Australia             | 706265              | Easy PC                                       |
| VNU Business Publications B.V.    | Benelux               | 772497              | BUSINESS BOOST (Word mark in special script)  |
| VNU Business Publications Limited | Benelux               | 579877<br>(857525)  | Easy PC                                       |
| VNU Business Publications Limited | Benelux               | 584415<br>(857591)  | JOBNET  |
| VNU Exhibitions Europe B.V.       | Benelux               | 583331              | BOUWMATERIEEL (word)                          |
| VNU Exhibitions Europe B.V.       | Benelux               | 583330              | NATIONALE BADKAMER MANIFESTATIE (word/device) |
| VNU Exhibitions Europe B.V.       | Benelux               | 587420              | MEDICA (word)                                 |
| VNU Exhibitions Europe B.V.       | Benelux               | 157308              | BETONDAG (word)                               |
| VNU Exhibitions Europe B.V.       | Benelux               | 591173              | IMAGINATION (word)                            |

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| Array Publications B.V.              | Benelux               | 416999              | TELECOM MAGAZINE (word)                         |
| Claritas Nederland B.V.              | Benelux               | 596034              | CATALYST (word)                                 |
| Claritas Nederland B.V.              | Benelux               | 595943              | PRIZM (word)                                    |
| Claritas Nederland B.V.              | Benelux               | 596033              | STORESCAN (word)                                |
| VNU Business Publications B.V.       | Benelux               | 417493              | COMPUTABLE INFORMATICA SEMINARS (device)        |
| Array Publications B.V.              | Benelux               | 585343              | LTIPA (device)                                  |
| VNU Exhibitions Europe B.V.          | Benelux               | 599461              | REGARDS (word)                                  |
| Claritas Nederland B.V.              | Benelux               | 598076              | CALYX (word)                                    |
| Claritas Nederland B.V.              | Benelux               | 598078              | SPECTRA (word)                                  |
| VNU Business Information Europe B.V. | Benelux               | 598077              | CLARITAS (word)                                 |
| VNU Business Publications B.V.       | Benelux               | 422005              | BM BUSINESS MAGAZINE (device)                   |
| VNU Exhibitions Europe B.V.          | Benelux               | 608811              | AANDRIJFTECHNIEK (word)                         |
| VNU Exhibitions Europe B.V.          | Benelux               | 610347              | CHEMTECH (word)                                 |
| VNU Exhibitions Europe B.V.          | Benelux               | 610346              | FOODTECH (word)                                 |
| VNU Business Publications B.V.       | Benelux               | 605234              | networkNEWS (Word mark in special script)       |
| Array Publications B.V.              | Benelux               | 608661              | SOFTWARE RELEASE MAGAZINE (word/device mark)    |
| VNU Business Publications B.V.       | Benelux               | 610363              | MBA-plein (Word mark in special script)         |
| VNU Exhibitions Europe B.V.          | Benelux               | 156713              | BEDRIJFSHUISVESTING (word)                      |
| VNU Exhibitions Europe B.V.          | Benelux               | 156714              | BOUWBEURS (word)                                |
| VNU Exhibitions Europe B.V.          | Benelux               | 156715              | CORROSIE DAGEN (device)                         |
| VNU Exhibitions Europe B.V.          | Benelux               | 156754              | INSTALLATIE (word)                              |
| VNU Exhibitions Europe B.V.          | Benelux               | 156776              | NATIONALE ONDERWIJS TENTOONSTELLING (word)      |
| VNU Exhibitions Europe B.V.          | Benelux               | 156721              | NATIONALE STAALBOUWDAG (word)                   |
| VNU Exhibitions Europe B.V.          | Benelux               | 156742              | ROKA (word)                                     |
| VNU Business Publications B.V.       | Benelux               | 427025              | TELECOM DAILY (word)                            |
| VNU Business Publications B.V.       | Benelux               | 605689              | MBA-PLAZA (word)                                |
| VNU Business Publications B.V.       | Benelux               | 613210              | Http:De Tijd (word)                             |
| VNU Business Publications B.V.       | Benelux               | 606521              | I-Land (word)                                   |
| VNU Business Publications B.V.       | Benelux               | 615516              | InterZ (word)                                   |
| VNU Business Publications B.V.       | Benelux               | 508499              | MBA-PLAZA (word)                                |
| Array Publications B.V.              | Benelux               | 612130              | LAN INTERNETWORKING MAGAZINE (word/device mark) |
| VNU Business Publications B.V.       | Benelux               | 617665              | INTERMEDIAR UITZENDBURO in kleur (device)       |
| VNU Business Publications B.V.       | Benelux               | 34080               | COMPUTABLE (word)                               |
| VNU Business Publications B.V.       | Benelux               | 616885              | SOHO (word)                                     |

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| View Group B.V.                | Benelux               | 432701              | MILIEUMARKT (IN KLEUR) (word/device)                            |
| VNU B.V.                       | Benelux               | 619860              | MIJN COMPUTER (device)  |
| VNU Business Publications B.V. | Benelux               | 620867              | VakScanner (word)   |
| VNU Business Publications B.V. | Benelux               | 624004              | ICE (word)  |
| VNU Business Publications B.V. | Benelux               | 436236              | ProspectView (Word mark in special script)                      |
| VNU Business Publications B.V. | Benelux               | 439275              | PROSPECTVIEW (word)   |
| VNU Business Publications B.V. | Benelux               | 627078              | COMPUTABLE (in kleur) (device)                                  |
| VNU B.V.                       | Benelux               | 623170              | MEDIANET (word/device)  |
| VNU Business Publications B.V. | Benelux               | 630310              | SOHO (device)   |
| VNU Business Publications B.V. | Benelux               | 625077              | INTERMEDIAIR STARTERS (device)                                  |
| VNU Business Publications B.V. | Benelux               | 626968              | INTERMEDIAIR (device)   |
| VNU Business Publications B.V. | Benelux               | 443701              | INTERIEUR-TEXTIEL (word)  |
| VNU Business Publications B.V. | Benelux               | 629588              | NETWORK NEWS (in kleur) (device)                                |
| VNU Business Publications B.V. | Benelux               | 626524              | PC DEALER (in kleur) (device)                                   |
| VNU Business Publications B.V. | Benelux               | 629311              | BANENNET (in kleur) (word/device)                               |
| V.O.F. Businessview            | Benelux               | 442242              | PROSPECTFILE (word)   |
| VNU Business Publications B.V. | Benelux               | 445544              | PC MANAGEMENT (word)  |
| VNU Business Publications B.V. | Benelux               | 631321              | INTERMEDIAIR STARTERS (in kleur) (device)                       |
| VNU B.V.                       | Benelux               | 635042              | EMERCE (word)   |
| VNU B.V.                       | Benelux               | 634502              | EMERCE (word)   |
| VNU Exhibitions Europe B.V.    | Benelux               | 630926              | GELDZAKEN DE BEURS VOOR PERSOONLIJKE<br>FINANCIEN (word/device) |
| VNU Exhibitions Europe B.V.    | Benelux               | 641079              | KREADOE (word)  |
| VNU Business Publications B.V. | Benelux               | 33065               | TEXPRESS (word)   |
| VNU Business Publications B.V. | Benelux               | 33075               | TEXTILIA (word)   |
| VNU Business Publications B.V. | Benelux               | 352237              | JOBDATA (word)  |
| VNU Business Publications B.V. | Benelux               | 352236              | MARKETING MAGAZINE (word)                                       |
| VNU Exhibitions Europe B.V.    | Benelux               | 646126              | FRAMETECH (word)  |
| VNU Business Publications B.V. | Benelux               | 449989              | BUSINESSTRENDS (word)   |
| VNU Business Publications B.V. | Benelux               | 450736              | DE INGENIEURSKRANT (word)                                       |
| Benelux Periodieken B.V.       | Benelux               | 650290              | DGA Magazine (word)   |
| VNU Business Publications B.V. | Benelux               | 355294              | INFORMATICA MAGAZINE (word)                                     |
| VNU Exhibitions Europe B.V.    | Benelux               | 653054              | ECOTECH (word)  |
| VNU Exhibitions Europe B.V.    | Benelux               | 156778              | KARWEI (word)   |

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| VNU Business Publications B.V.       | Benelux               | 645083              | PW CURSUSCALENDARIUM (device)                    |
| VNU Business Publications B.V.       | Benelux               | 645082              | PW CURSUSCALENDARIUM (word)                      |
| VNU Business Publications B.V.       | Benelux               | 645536              | PW GIDS VOOR WERVING &SELECTIE (device)          |
| VNU Business Publications B.V.       | Benelux               | 645537              | PW GIDS VOOR WERVING &SELECTIE word)             |
| VNU Business Publications B.V.       | Benelux               | 646576              | PW NET (device)                                  |
| VNU Business Publications B.V.       | Benelux               | 646575              | PW NET (word)                                    |
| VNU B.V.                             | Benelux               | 646661              | VNU (in kleur) (device)                          |
| VNU B.V.                             | Benelux               | 652090              | VNU NET (word)                                   |
| VNU Business Publications B.V.       | Benelux               | 656276              | INTERMEDIAR STARTERS (in kleur) (word/device)    |
| VNU Business Publications B.V.       | Benelux               | 656277              | STARTERS:HET MAGAZINE DAT WERKT (word)           |
| VNU Business Publications B.V.       | Benelux               | 461931              | PW GIDS VOOR OPLEIDINGSINSTITUTEN (word)         |
| VNU Business Publications B.V.       | Benelux               | 461949              | PC NETWERK (word)                                |
| VNU Exhibitions Europe B.V.          | Benelux               | 465211              | INTEROFFICE (word)                               |
| VNU Business Publications B.V.       | Benelux               | 660485              | TOI (word)                                       |
| VNU Business Publications B.V.       | Benelux               | 660486              | TOI (in kleur) (device)                          |
| VNU Business Information Europe B.V. | Benelux               | 658060              | POWER UNLIMITED (device)                         |
| VNU Business Information Europe B.V. | Benelux               | 666410              | POWER UNLIMITED (word)                           |
| VNU Business Publications B.V.       | Benelux               | 662282              | PCM (in kleur) (device)                          |
| VNU Business Publications B.V.       | Benelux               | 671174              | PCM (word)                                       |
| NationaleVacaturebank.nl B.V.        | Benelux               | 664296              | HUNTER SELECT (word)                             |
| VNU Business Publications B.V.       | Benelux               | 471304              | MILIEUPERS (word)                                |
| View Group B.V.                      | Benelux               | 666089              | COMPUTER RESELLER NEWS (device)                  |
| VNU Business Information Europe B.V. | Benelux               | 657341              | POWER UNLIMITED (device)                         |
| View Group B.V.                      | Benelux               | 471759              | MILIEUMARKT (word)                               |
| VNU Business Publications B.V.       | Benelux               | 473507              | JOB-LINK (word)                                  |
| VNU Business Publications B.V.       | Benelux               | 468634              | POLYTECHNISCH WEEKBLAD (word)                    |
| VNU Business Publications B.V.       | Benelux               | 668219              | ONE SITE FITS ALL (word)                         |
| View Group B.V.                      | Benelux               | 678205              | COMPUTER RESELLER NEWS (in kleur) (word/device)  |
| View Group B.V.                      | Benelux               | 678206              | COMPUTER RESELLER NEWS (zwart-wit) (word/device) |
| VNU Exhibitions Europe B.V.          | Benelux               | 678961              | OFFICE PLAZA (word)                              |
| VNU Exhibitions Europe B.V.          | Benelux               | 156756              | FLEUR (word)                                     |
| VNU Exhibitions Europe B.V.          | Benelux               | 156730              | NAJAARSBEURS/PLUS (word)                         |
| VNU Exhibitions Europe B.V.          | Benelux               | 156731              | VOORJAARSBEURS/PLUS (word)                       |
| VNU Exhibitions Europe B.V.          | Benelux               | 674906              | EXCITING BUSINESS (word)                         |

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| VNU Business Publications B.V.       | Benelux               | 665501              | COMPUTER IDEA (word)                                     |
| VNU Business Publications B.V.       | Benelux               | 476025              | MODE NIEUWS (device)                                     |
| VNU Business Publications B.V.       | Benelux               | 476024              | MODE NIEUWS (word)                                       |
| VNU Exhibitions Europe B.V.          | Benelux               | 676306              | FACTORY SALE (in kleur) (word/device)                    |
| VNU Business Publications B.V.       | Benelux               | 475427              | IT FORUM (word)  |
| VNU Business Publications B.V.       | Benelux               | 480152              | CA TECHNIEK IN BEDRIJF (word)                            |
| VNU Business Publications B.V.       | Benelux               | 676532              | INTERMEDIAR.NL (word)                                    |
| VNU Business Publications B.V.       | Benelux               | 676531              | INTERMEDIAR.NL,ABSOLUUT BETER VOOR JE<br>TOEKOMST (word) |
| VNU Exhibitions Europe B.V.          | Benelux               | 684537              | WERELDWIJDWEG (word)                                     |
| VNU Business Publications B.V.       | Benelux               | 676950              | INTERMEDIAR.NL (in kleur) (word/device)                  |
| VNU Business Publications B.V.       | Benelux               | 675451              | NO NEED TO SURF (device)                                 |
| VNU B.V.                             | Benelux               | 681058              | VNU THE BEST OF BOTH ECONOMIES (word)                    |
| VNU Business Publications B.V.       | Benelux               | 677199              | TEXTILIA (word)  |
| VNU Exhibitions Europe B.V.          | Benelux               | 671690              | FOODTECH (in kleur) (word/device)                        |
| VNU Exhibitions Europe B.V.          | Benelux               | 690193              | TELECOM TOTAAL!(in kleur) (word/device)                  |
| VNU Business Publications B.V.       | Benelux               | 479719              | INTERMEDIAR (word)                                       |
| Enterprice v.o.f.                    | Benelux               | 614872              | ENTERPRICE (device)                                      |
| VNU Business Publications B.V.       | Benelux               | 682122              | E-mediair (word)   |
| View Group B.V.                      | Benelux               | 682921              | CRN (word)   |
| VNU Business Publications B.V.       | Benelux               | 683919              | INTERMEDIAR SALARISKOMPAS (word)                         |
| VNU Exhibitions Europe B.V.          | Benelux               | 673305              | HFF (word/device)  |
| VNU Business Information Europe B.V. | Benelux               | 696911              | POWER MASTER (word)                                      |
| Benelux Periodieken B.V.             | Benelux               | 686667              | WORKLIFE (device)  |
| Benelux Periodieken B.V.             | Benelux               | 685961              | WORKLIFE (word)  |
| VNU Business Publications B.V.       | Benelux               | 685382              | SCHOENVISIE (word)                                       |
| VNU Business Publications B.V.       | Benelux               | 684707              | ECAREER (word/device)                                    |
| VNU Business Publications B.V.       | Benelux               | 486209              | PCM (word)   |
| VNU Business Publications B.V.       | Benelux               | 486159              | PW (word)  |
| VNU Business Publications B.V.       | Benelux               | 485893              | INGENIEURSPERS (word)                                    |
| VNU Business Publications B.V.       | Benelux               | 685789              | DAZZ (word)  |
| VNU Exhibitions Europe B.V.          | Benelux               | 484823              | TANKSTATION TOTAAL (word)                                |



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| VNU Business Publications<br>B.V. Haarlem Kaplan Career Services<br>B.V. | Benelux               | 692197              | THE GRAND OPENING CAREER EVENT (word)                         |
| VNU Exhibitions Europe B.V.  | Benelux               | 695581              | HOLLAND ART FAIR (in kleur) (word/device)                     |
| VNU Exhibitions Europe B.V.  | Benelux               | 677613              | PETFAIR (in kleur) (word/device)                              |
| VNU Exhibitions Europe B.V.  | Benelux               | 678028              | VIV WORLD VISION (word)                                       |
| VNU Exhibitions Europe B.V.  | Benelux               | 695416              | INTEGRALE VEILIGHEID (in kleur) (word/device)                 |
| VNU Exhibitions Europe B.V.  | Benelux               | 697269              | MEDICA (word/device)  |
| VNU Exhibitions Europe B.V.  | Benelux               | 678593              | VIV (in kleur) (word/device)                                  |
| VNU Exhibitions Europe B.V.  | Benelux               | 156743              | LOGISTICA (word)  |
| VNU Exhibitions Europe B.V.  | Benelux               | 156734              | VAKANTIE (word)   |
| VNU Exhibitions Europe B.V.  | Benelux               | 699148              | ROKA FOOD EXPERIENCE (word)                                   |
| VNU Exhibitions Europe B.V.  | Benelux               | 699149              | ROKA FOOD EXPERIENCE (word/device)                            |
| Benelux Periodieken B.V.   | Benelux               | 371182              | MANAGEMENT TEAM (word)  |
| VNU Business Publications B.V.   | Benelux               | 493229              | CA TECHNIEK (word)  |
| VNU Exhibitions Europe B.V.  | Benelux               | 706382              | WERELDWIJDWEG (word/device)                                   |
| VNU Exhibitions Europe B.V.  | Benelux               | 707181              | WERELDWIJDWEG (in kleur) (word/device)                        |
| Nationale Vacaturebank.nl B.V.   | Benelux               | 698143              | NATIONALE VACATUREBANK.NL DAT WERKT WEL<br>(word/device)      |
| VNU Business Publications B.V.   | Benelux               | 496078              | PC KOOP (word)  |
| VNU Business Publications B.V.   | Benelux               | 496901              | COMPUTER KOOP (word)  |
| VNU Exhibitions Europe B.V.  | Benelux               | 709011              | DOMESTIQUE (word)   |
| VNU Exhibitions Europe B.V.  | Benelux               | 709012              | DOMESTIQUE (word/device)                                      |
| VNU Business Information Europe B.V.                                     | Benelux               | 707645              | POWER UNLIMITED (device)                                      |
| VNU Exhibitions Europe B.V.  | Benelux               | 707107              | DIMENSIONS (word)   |
| VNU Business Publications B.V.   | Benelux               | 375686              | INTERMAGAZINE (word)  |
| VNU Exhibitions Europe B.V.  | Benelux               | 710969              | FASHION ESSENTIALS (word/device)                              |
| VNU Exhibitions Europe B.V.  | Benelux               | 710968              | FUN & FANCY (word/device)                                     |
| VNU Exhibitions Europe B.V.  | Benelux               | 710970              | HOME & LIVING (word/device)                                   |
| VNU Exhibitions Europe B.V.  | Benelux               | 712037              | MY OFFICE EFFICIENCY & INSPIRATIE (in kleur)<br>(word/device) |
| VNU Exhibitions Europe B.V.  | Benelux               | 712751              | POMPSHOP (word/device)  |
| VNU Exhibitions Europe B.V.  | Benelux               | 508723              | BEAUTY SALON (word)   |
| VNU Exhibitions Europe B.V.  | Benelux               | 156740              | MACROPAK (word)   |

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| VNU Exhibitions Europe B.V.          | Benelux               | 156732              | VIV (word)                                  |
| VNU Business Publications B.V.       | Benelux               | 713588              | PCM (word/device)                           |
| VNU Exhibitions Europe B.V.          | Benelux               | 713589              | NOT (word)                                  |
| NationaleVacaturebank.nl B.V.        | Benelux               | 718658              | FIGUUR (device)                             |
| VNU Exhibitions Europe B.V.          | Benelux               | 511488              | DE NEDERLANDSE MEUBELPRIJZEN (word)         |
| VNU Exhibitions Europe B.V.          | Benelux               | 714911              | NATIONALE FOOD WEEK (word/device)           |
| VNU Exhibitions Europe B.V.          | Benelux               | 723676              | JAARBEURS EXHIBITIONS & MEDIA (device)      |
| VNU Exhibitions Europe B.V.          | Benelux               | 723677              | JAARBEURS EXHIBITIONS & MEDIA (word/device) |
| Benelux Periodieken B.V.             | Benelux               | 714244              | MT 500 (word)                               |
| VNU Business Publications B.V.       | Benelux               | 717398              | COMPUTABLE (device)                         |
| VNU Business Publications B.V.       | Benelux               | 716418              | DIGITALIVE (word)                           |
| NationaleVacaturebank.nl B.V.        | Benelux               | 728803              | NATIONALEVACATUREBANK.NL (word/device)      |
| NationaleVacaturebank.nl B.V.        | Benelux               | 737120              | NATIONALEVACATUREBANK.NL (word/device)      |
| VNU Exhibitions Europe B.V.          | Benelux               | 525754              | HOLLAND ART FAIR (word)                     |
| VNU Business Publications B.V.       | Benelux               | 385560              | PERSONAL COMPUTER MAGAZINE (word)           |
| Benelux Periodieken B.V.             | Benelux               | 730297              | MT 100 (word)                               |
| VNU Exhibitions Europe B.V.          | Benelux               | 525317              | SPEED & DESIGN (word)                       |
| VNU Exhibitions Europe B.V.          | Benelux               | 734218              | FASHION VICTIMS (word)                      |
| VNU Exhibitions Europe B.V.          | Benelux               | 739226              | TRAVEL DELUXE (word/device)                 |
| Benelux Periodieken B.V.             | Benelux               | 744003              | MANAGEMENT TEAM (word)                      |
| View Group B.V.                      | Benelux               | 730085              | CRN (word/device)                           |
| VNU Business Publications B.V.       | Benelux               | 741264              | COMPUTABLE (word)                           |
| VNU Business Publications B.V.       | Benelux               | 743425              | INTERMEDIAR (word)                          |
| VNU Business Publications B.V.       | Benelux               | 734308              | PW (device)                                 |
| VNU Business Publications B.V.       | Benelux               | 742969              | PW (word)                                   |
| VNU Business Publications B.V.       | Benelux               | 732749              | INTERMEDIAR (Word mark in special script)   |
| VNU Exhibitions Europe B.V.          | Benelux               | 740281              | TRADE MART UTRECHT (word/device)            |
| VNU Business Information Europe B.V. | Benelux               | 531063              | POWER UNLIMITED (word)                      |
| VNU Exhibitions Europe B.V.          | Benelux               | 741675              | FASHION VICTIMS (word/device)               |
| VNU Exhibitions Europe B.V.          | Benelux               | 745835              | JEM LEADMARKETING (word)                    |
| VNU Business Information Europe B.V. | Benelux               | 536070              | POWERKID (word)                             |
| VNU Exhibitions Europe B.V.          | Benelux               | 745913              | OVERHEERLIJK! (word/device)                 |
| VNU Exhibitions Europe B.V.          | Benelux               | 741081              | FUN 2 BUY (word)                            |
| VNU Exhibitions Europe B.V.          | Benelux               | 740850              | MOTORBEURS UTRECHT (word/device)            |

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| VNU Exhibitions Europe B.V.    | Benelux               | 741981              | I LOVE INDUSTRY (word/device)             |
| VNU Exhibitions Europe B.V.    | Benelux               | 746979              | INbed Inbath (word)                       |
| VNU Exhibitions Europe B.V.    | Benelux               | 740909              | KAMPEER & CARAVAN JAARBEURS (word/device) |
| VNU Exhibitions Europe B.V.    | Benelux               | 749409              | BALANCE (word/device)                     |
| VNU Exhibitions Europe B.V.    | Benelux               | 541469              | POWDER & BULK SOLIDS EUROPE (word)        |
| VNU Exhibitions Europe B.V.    | Benelux               | 750130              | SUPPORT (word/device)                     |
| VNU Exhibitions Europe B.V.    | Benelux               | 749408              | UITVAART (word/device)                    |
| VNU Exhibitions Europe B.V.    | Benelux               | 539247              | SFEER (word)                              |
| VNU Exhibitions Europe B.V.    | Benelux               | 545995              | INTERSURFACE (word)                       |
| VNU Business Publications B.V. | Benelux               | 396839              | PC + (word)                               |
| VNU Exhibitions Europe B.V.    | Benelux               | 754981              | WERELDPLEIN (word/device)                 |
| VNU Business Publications B.V. | Benelux               | 754267              | SML (word)                                |
| VNU Business Publications B.V. | Benelux               | 551659              | GET MOBILE (word)                         |
| VNU Business Publications B.V. | Benelux               | 548255              | VNU EUROPEAN LABS (device)                |
| VNU Business Publications B.V. | Benelux               | 756803              | HEAD (word)                               |
| VNU Exhibitions Europe B.V.    | Benelux               | 553887              | BOUWMACHINES (word)                       |
| VNU Exhibitions Europe B.V.    | Benelux               | 555624              | LOGISTATE (word)                          |
| VNU Exhibitions Europe B.V.    | Benelux               | 555965              | VSK (word)                                |
| VNU Exhibitions Europe B.V.    | Benelux               | 554578              | WINTERVAKANTIE (word)                     |
| VNU Business Publications B.V. | Benelux               | 759835              | SPROUT (word)                             |
| VNU Business Publications B.V. | Benelux               | 760278              | GUTZ (word)                               |
| VNU Exhibitions Europe B.V.    | Benelux               | 770354              | MONEYMATTERS (word/device)                |
| VNU Exhibitions Europe B.V.    | Benelux               | 560773              | DIS (word)                                |
| VNU Business Publications B.V. | Benelux               | 763512              | IOS (word)                                |
| VNU Business Publications B.V. | Benelux               | 766461              | SPROUT FAST FORWARD (word)                |
| VNU Exhibitions Europe B.V.    | Benelux               | 568812              | VAKANTIEBEURS (word)                      |
| VNU Business Publications B.V. | Benelux               | 769114              | FOTO IDEE (word)                          |
| VNU Business Publications B.V. | Benelux               | 768313              | FOTO IDEE (word/device)                   |
| VNU Exhibitions Europe B.V.    | Benelux               | 768349              | TRADELUXE (word)                          |
| VNU Exhibitions Europe B.V.    | Benelux               | 768350              | TRADELUXE (word/device)                   |
| VNU Business Publications B.V. | Benelux               | 569189              | VIEW (word)                               |
| VNU Business Publications B.V. | Benelux               | 12624               | INTERMEDIAR (word)                        |
| VNU Exhibitions Europe B.V.    | Benelux               | 774162              | BEAUTY2BUY (word)                         |
| VNU Exhibitions Europe B.V.    | Benelux               | 771375              | TIM (word)                                |

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| VNU Business Publications B.V.                  | Benelux                  | 773245              | THE DAILY GAMER                      |
| VNU Business Publications B.V.                  | Benelux                  | 574214              | PZ-Net (Word mark in special script) |
| VNU Exhibitions Europe B.V.                     | Benelux                  | 575222              | INTERSTORE (word)                    |
| VNU Exhibitions Europe B.V.                     | Benelux                  | 775459              | FACTORY SALE (word/device)           |
| VNU Business Publications B.V.                  | Benelux                  | 583863              | INTERMEDIAR'S CARRIEREDAG (word)     |
| VNU Business Publications B.V.                  | Benelux                  | 772496              | BUSINESS BOOST (word/device)         |
| VNU Business Publications B.V.                  | Benelux                  | 586478              | INTERMEDIAR ONLINE (word)            |
| Wim T.Schippers en<br>Theo J.A.van den Boogaard | Benelux                  | 475761              | SJEF VAN OEKEL (word)                |
| VNU Exhibitions Europe B.V.                     | Benelux                  |                     | EXCITING BUSINESS (word)             |
| VNU Exhibitions Europe B.V.                     | Benelux                  |                     | FITNESSVAKDAGEN (word/device)        |
| VNU Business Publications Limited               | Brazil                   | 820279390           | Easy PC                              |
| VNU Business Information Europe BV              | Chile                    | 533135/6/7          | Claritas                             |
| VNU Business Publications Limited               | China                    | 1315449             | Easy PC                              |
| VNU Exhibitions Europe B.V.                     | China                    | 758236              | PETFAIR (in kleur) (word/device)     |
| VNU Exhibitions Europe B.V.                     | China, Eygpt,<br>Vietnam | 736456              | FOODTECH (word)                      |
| VNU Exhibitions Europe B.V.                     | China, Eygpt,<br>Vietnam | 750563              | HFF (word/device)                    |
| VNU Business Publications B.V.                  | China, Italy,<br>Spain   | 859248              | SPROUT (word)                        |
| VNU Exhibitions Europe B.V.                     | CTM                      | 237388              | VIV (word)                           |
| VNU Business Publications Limited               | CTM                      | 301325              | Mag.Net                              |
| VNU Holdco (UK) Limited                         | CTM                      | 392639              | Claritas                             |
| VNU Holdco (UK) Limited                         | CTM                      | 390138              | PRIZM                                |
| Imark Communications Limited                    | CTM                      | 42919               | Softworld (& Device)                 |
| Spectra Marketing Limited                       | CTM                      | 556035              | SPECTRA                              |
| VNU Business Publications Limited               | CTM                      | 567610              | Final Reality                        |
| VNU Business Publications Limited               | CTM                      | 748939              | Computer Active                      |
| VNU Exhibitions Europe B.V.                     | CTM                      | 826347              | VIV (word)                           |
| VNU Business Publications Limited               | CTM                      | 840512              | VNU NEWSWIRE                         |
| VNU Business Information Europe BV              | CTM                      | 932830              | Storeplanner                         |
| View Group BV                                   | CTM                      | 990408              | Broadband Year                       |
| View Group BV                                   | CTM                      | 1289248             | Channel Expo                         |

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| VNU Holdco (UK) Limited                              | CTM  | 1480482             | Claritas                            |
| VNU Exhibitions Europe B.V.                          | CTM  | 3615564             | OOG (device)                        |
| VNU Exhibitions Europe B.V.                          | CTM  | 3614724             | VNU EXHIBITIONS EUROPE (word/devie) |
| View Group BV  | CTM  | 1289230             | Dealer Expo                         |
| VNU B.V.   | CTM  | 733378              | VNU (word)                          |
| VNU B.V.   | CTM  | 889527              | VNU (in kleur) (device)             |
| VNU B.V.   | CTM  | 2021335             | VNUNET (word)                       |
| Business Publications España                         | CTM/<br>International                                      | 375291              | COMPUTER IDEA, PORTUGAL             |
| Business Publications España                         | CTM/<br>International                                      | 375292              | GUIAS PRACTICAS PC ACTUAL, PORTUGAL |
| Business Publications España                         | CTM/<br>International                                      | 3665445             | VNU CHANNEL PARTNER, EC TRADEMARK   |
| Business Publications España                         | CTM/<br>International                                      | 375293              | VNU CHANNEL PARTNER, PORTUGAL       |
| VNU B.V.   | Czech Republic<br>Hungary<br>Poland<br>Romania<br>Slovakia | 717612              | VNU (in kleur) (device)             |
| VNU Business Publications Limited                    | Denmark  | VR 00.069           | Easy PC                             |
| VNU Exhibitions Europe B.V.                          | Egypt, Russian<br>Federation                               | 692656              | VIV (word)                          |
| VNU Exhibitions Europe B.V.                          | Egypt, Russian<br>Federation,<br>Turkey                    | 763947              | VIV (in kleur) (word/device)        |
| VNU Exhibitions Europe B.V.                          | Egypt, Vietnam   | 749912              | FOODTECH (in kleur) (word/device)   |
| VNU Business Publications Limited                    | France   | FR97691937          | PC Dealer                           |
| VNU Business Publications Limited                    | France   | 97692211            | Easy PC                             |
| VNU Publications<br>France, S.A.                     | France   | FR97693636          | PC Dealer                           |
| VNU Business Press Syndication<br>International B.V. | France,<br>Germany, Italu                                  | 640768              | BILLBOARD HOT 100 (word)            |
| VNU Business Information Europe B.V.                 | France, Italy  | 638961              | EUROCHART HOT 100 (word)            |

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| VNU Business Publications Limited       | Germany               | 39605814            | Job.Net                      |
| VNU Business Information Europe B.V.    | Germany               | 730615              | POWER UNLIMITED (device)     |
| VNU Exhibitions Europe B.V.             | Germany               | 30244896            | PC Direkt                    |
| VNU Exhibitions Europe B.V.             | Germany               | 30244897            | PC Direkt                    |
| VNU Business Publications Limited       | Hong Kong             | 300071513           | Easy PC (Chinese)            |
| VNU Business Publications Limited       | Hong Kong             | 300139554           | Computer Active (Chinese)    |
| VNU Business Publications Limited       | Hong Kong             | 300139572           | Computer Active (English)    |
| VNU Business Publications Limited       | Hong Kong             | 300139545           | Web Active (Chinese)         |
| VNU Business Publications Limited       | Hong Kong             | 300139563           | Web Active (English)         |
| VNU Business Publications Limited       | Hungary               | 149247              | Job.Net                      |
| VNU Business Publications Limited       | Hungary               | 155647              | Mag.Net                      |
| VNU Business Publications Limited       | Hungary               | M9801303            | Easy PC                      |
| VNU Business Publications Limited       | India                 | 756297              | Easy PC                      |
| VNU Business Publications Limited       | Indonesia             | 506224              | Komputer Aktif               |
| VNU Business Publications Limited       | Indonesia             | 506223              | Komputer Aktif               |
| VNU Business Publications Limited       | Italy                 | 755958              | Job.Net                      |
| VNU Business Publications Limited       | Italy                 | 00750511            | Easy PC                      |
| VNU Business Publications Italia S.R.L. | Italy                 | 626027              | VNU EUROPEAN LABS (device)   |
| VNU Business Publications B.V.          | Italy, UK             | 742357              | COMPUTER IDEA (word)         |
| VNU Business Publications Limited       | Japan                 | 4129794             | Easy PC                      |
| VNU Business Publications Limited       | Korea                 | 190375              | Easy PC                      |
| VNU Business Publications Limited       | Malaysia              | 1005393             | Komputer Aktif               |
| VNU Business Publications Limited       | Malaysia              | 2006722             | Web Active                   |
| VNU B.V.                                | Netherlands           | 2436548             | VNU (word)                   |
| VNU B.V.                                | Netherlands           | 2845086             | VNU (in colour) (device)     |
| VNU Exhibitions Europe B.V.             | Netherlands           | 2191879             | VIV (word)                   |
| VNU Exhibitions Europe B.V.             | Netherlands           | 2762287             | VIV (in kleur) (word/device) |
| VNU Business Publications Limited       | New Zealand           | 272553              | Easy PC                      |
| VNU Holdco (UK) Limited                 | Norway                | 223454              | PRIZM                        |
| VNU Business Publications Limited       | Philippines           | 4-1997-126822       | Easy PC                      |
| VNU Business Publications Limited       | Poland                | Z-177209            | Easy PC                      |
| VNU Business Publications Limited       | Portugal              | 325841              | Easy PC                      |
| VNU Business Publications Limited       | Romania               | 054229              | Easy PC                      |
| VNU Business Publications Limited       | Russia                | 97714290            | Easy PC                      |

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| VNU Business Publications Limited | Singapore             | 1694/97             | Easy PC                                |
| VNU Business Publications Limited | Singapore             | T01/50970D          | Komputer Aktif                         |
| VNU Business Publications Limited | Singapore             | T01/50971B          | Komputer Aktif                         |
| VNU Business Publications Limited | Singapore             | T02/04540E          | Computer Active                        |
| VNU Business Publications Limited | Singapore             | T02/04541C          | Computer Active                        |
| VNU Business Publications Limited | Singapore             | T02/04543Z          | Web Active                             |
| VNU Business Publications Limited | Slovakia              | 0973-98             | Easy PC                                |
| VNU Business Publications Limited | South Africa          | 97/1990             | Easy PC                                |
| VNU Business Publications Limited | Spain                 | 1992195             | Easy PC                                |
| VNU Business Publications Limited | Spain                 | 2012243             | Job.Net                                |
| Publicaciones Profesionales       | Spain                 | 1626285/9           | ALTERNATIVAS MARKETING                 |
| Publicaciones Profesionales       | Spain                 | 962318/3            | ANUNCIOS 80 SEMANARIO DE LA PUBLICIDAD |
| Business Publications España      | Spain                 | 2222750/4           | BPE DIGITAL                            |
| Business Publications España      | Spain                 | 2222751/2           | BPE DIGITAL                            |
| Business Publications España      | Spain                 | 2222746/6           | BPE NET                                |
| Business Publications España      | Spain                 | 2222747/4           | BPE NET                                |
| Business Publications España      | Spain                 | 2107966             | BPE NEWS                               |
| Business Publications España      | Spain                 | 2107967             | BPE NEWS                               |
| Business Publications España      | Spain                 | 2136138             | BPE UTILIDADES Y TRUCOS INTERNET       |
| Business Publications España      | Spain                 | 2242095             | BPE UTILIDADES Y TRUCOS PC             |
| Business Publications España      | Spain                 | 2038916             | BUSINESS NET                           |
| Business Publications España      | Spain                 | 2348426/8           | CHANNEL AWARDS                         |
| Business Publications España      | Spain                 | 2185208             | COMPUTER ACTIVO                        |
| Business Publications España      | Spain                 | 1956799             | COMPUTING ESPAÑA                       |
| Publicaciones Profesionales       | Spain                 | 2157082/5           | DATA ANUNCIOS                          |
| Business Publications España      | Spain                 | 1749989/5           | GUIA CHIP DE SISTEMAS DE INFORMACIÓN   |
| Business Publications España      | Spain                 | 1749996             | GUIA DE COMPRAS PC ACTUAL              |
| Business Publications España      | Spain                 | 2052378             | GUIA DE WEB Y DIRECCIONES DE INTERNET  |
| Business Publications España      | Spain                 | 1749992             | GUIAS PRACTICAS PC ACTUAL              |
| Business Publications España      | Spain                 | 1956792             | HOME COMPUTING                         |
| Business Publications España      | Spain                 | 2053070             | HOME PC (DESIGN)                       |
| Business Publications España      | Spain                 | 2042045             | HOME PC (TRADEMARK)                    |
| Business Publications España      | Spain                 | 2097073             | INFO PYME                              |
| Business Publications España      | Spain                 | 1956787             | IT COMPUTING                           |

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| New Monday                   | Spain                 | 2222744             | IT JOB WORLD   |
| New Monday                   | Spain                 | 2222745/8           | IT JOB WORLD   |
| Business Publications España | Spain                 | 2222748/2           | IT NEWS  |
| Business Publications España | Spain                 | 2,222,749           | IT NEWS  |
| Publicaciones Profesionales  | Spain                 | 2616157/5           | LOS ANUNCIOS DEL AÑO   |
| Publicaciones Profesionales  | Spain                 | 2295476/7           | LOS ANUNCIOS DEL AÑO FIESTA DE LA PUBLICIDAD Y DEL MARKETING |
| Business Publications España | Spain                 | 2062596             | NET ACTUAL   |
| New Monday                   | Spain                 | 2333865             | NEWMONDAY  |
| New Monday                   | Spain                 | 2333866             | NEWMONDAY  |
| Business Publications España | Spain                 | 1783853             | PC ACTUAL BBS  |
| Business Publications España | Spain                 | 2222753/9           | PC DEALER (DESIGN)   |
| Business Publications España | Spain                 | 2112522             | PC DEALER (TRADEMARK)  |
| Business Publications España | Spain                 | 2222752             | PC DEALER DIRECTO  |
| Business Publications España | Spain                 | 2299204             | PC DEALER OEM  |
| Business Publications España | Spain                 | 2097076/5           | PC PYME  |
| Business Publications España | Spain                 | 2543409             | PC PYMES   |
| Business Publications España | Spain                 | 1956786/3           | PERSONAL COMPUTER DEALER                                     |
| Publicaciones Profesionales  | Spain                 | 1608090/4           | PUBLICACIONES PROFESIONALES S.A.                             |
| Publicaciones Profesionales  | Spain                 | 1155920/9           | PUBLIDATA  |
| Business Publications España | Spain                 | 2097072             | PYME ACTUAL  |
| Business Publications España | Spain                 | 2022600             | REDES LAN  |
| Business Publications España | Spain                 | 2316136             | TRUCOS INTERNET  |
| Business Publications España | Spain                 | 2242094             | TRUCOS Y UTILIDADES PC                                       |
| Business Publications España | Spain                 | 2317461             | TRUCOS Y UTILIDADES WEB                                      |
| Business Publications España | Spain                 | 2354264             | VNU BUSINESS PUBLICATIONS ESPAÑA                             |
| Business Publications España | Spain                 | 2354265             | VNU BUSINESS PUBLICATIONS ESPAÑA                             |
| Business Publications España | Spain                 | 2354502             | VNU BUSINESS PUBLICATIONS ESPAÑA (DESIGN)                    |
| Business Publications España | Spain                 | 2354503             | VNU BUSINESS PUBLICATIONS ESPAÑA (DESIGN)                    |
| Business Publications España | Spain                 | 2460823             | VNU CHANNEL PARTNER  |
| Business Publications España | Spain                 | 2460822             | VNU CHANNEL PARTNER  |
| Business Publications España | Spain                 | 2394824             | VNU CHANNEL PARTNERS   |
| Business Publications España | Spain                 | 2394823             | VNU CHANNEL PARTNERS   |
| Business Publications España | Spain                 | 2341967             | VNU NET  |



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| Business Publications España      | Spain                 | 2341988             | VNU NET  |
| Business Publications España      | Spain                 | 1222977             | VNU PERSONAL COMPUTER                            |
| Business Publications España      | Spain                 | 1634631             | VNU PERSONAL COMPUTER ACTUAL (PC ACTUAL)         |
| Business Publications España      | Spain                 | 1222976             | VNU PERSONAL COMPUTER MAGAZINE                   |
| Business Publications España      | Spain                 | 1273098             | VNU PERSONAL COMPUTER SEMANAL                    |
| Business Publications España      | Spain                 | 2530714             | VNU PERSONAL COMPUTING                           |
| Business Publications España      | Spain                 | 2348425             | VNU REDES & TELECOM                              |
| Business Publications España      | Spain                 | 2062591             | WEB ACTUAL                                       |
| Business Publications España      | Spain                 | 2062598             | WEB MAGAZINE                                     |
| VNU Business Publications Limited | Sweden                | 315 263             | Easy PC  |
| Bopp Media v.o.f.                 | Sweden                | 322751              | BOPP GUIDE (word)                                |
| VNU Holdco (UK) Limited           | Switzerland           | 448408              | Claritas   |
| VNU Holdco (UK) Limited           | Switzerland           | 448405              | PRIZM  |
| VNU Holdco (UK) Limited           | Switzerland           | 453868              | PRIZM  |
| VNU Business Publications Limited | Taiwan                | (87)16666           | Easy PC  |
| VNU Business Publications Limited | Taiwan                | 1152887             | Computer Active (Chinese)                        |
| VNU Business Publications Limited | Taiwan                | 1152889             | Computer Active (English)                        |
| VNU Business Publications Limited | Taiwan                | 1152886             | Web Active (Chinese)                             |
| VNU Business Publications Limited | Taiwan                | 1152888             | Web Active (English)                             |
| VNU Business Publications Limited | Tunisia               | EE971313            | Easy PC  |
| VNU Business Publications Limited | Turkey                | 98/5219             | Easy PC  |
| VNU Exhibitions Europe B.V.       | Turkey                | 199873              | IFAF (word)                                      |
| VNU Exhibitions Europe B.V.       | Turkey                | 200748              | IFAF (word)                                      |
| VNU Exhibitions Europe B.V.       | Turkey                | 200941              | IFAF (word/device)                               |
| VNU Exhibitions Europe B.V.       | Turkey                | 200800              | IFAF (word/device)                               |
| VNU Exhibitions Europe B.V.       | Turkey                | 733760              | ECOTECH (word)                                   |
| VNU Exhibitions Europe B.V.       | Turkey                | 735383              | VIV (word)                                       |
| VNU Exhibitions Europe B.V.       | Turkey                | 2000 13329          | FOOD INGREDIENTS & ADDITIVES (word/device)       |
| VNU Exhibitions Europe B.V.       | Turkey                | 2000/13328          | FOOD PACK (word/device)                          |
| VNU Exhibitions Europe B.V.       | Turkey                | 2002 06884          | VIV POULTRY YUTAV (word)                         |
| VNU Business Publications Limited | UK                    | 2004977             | Connexion  |
| VNU Business Publications Limited | UK                    | 2004972             | PC Lan   |
| VNU Business Publications Limited | UK                    | 2005470             | Pinpoint   |
| VNU Business Publications Limited | UK                    | 2007908             | The Best to Sell Edutainment Product of the Year |

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| VNU Business Publications Limited | UK                    | 2014399             | BusinessAge 40 Under 40    |
| VNU Business Publications Limited | UK                    | 2024811             | VNU Recruitment Matters    |
| VNU Business Publications Limited | UK                    | 2102746             | PCW                        |
| VNU Business Publications Limited | UK                    | 2107516             | VNU Computer Media Europe  |
| VNU Business Publications Limited | UK                    | 2110889             | VNU B 2 B/VNU B2B          |
| VNU Business Publications Limited | UK                    | 2120383             | VNU Network Solutions      |
| VNU Business Publications Limited | UK                    | 2136291             | Final Reality              |
| VNU Business Publications Limited | UK                    | 2139479             | Communications World       |
| VNU Business Publications Limited | UK                    | 2139479             | World Communications       |
| VNU Business Publications Limited | UK                    | 2148683             | VNU One to One             |
| VNU Business Publications Limited | UK                    | 2148683             | VNU/One to One             |
| VNU Business Publications Limited | UK                    | 2153680             | VNU Computer Active        |
| VNU Business Publications Limited | UK                    | 2153685             | VNU/Jobworld               |
| VNU Business Publications Limited | UK                    | 2155195             | VNU/Newswire               |
| Imark Communications Limited      | UK                    | 2156331             | CTS (& Device)             |
| VNU Business Publications Limited | UK                    | 2157126             | The Stoney Blokes          |
| Spectra Marketing Limited         | UK                    | 2157379             | SPECTRA                    |
| View Group BV                     | UK                    | 1465258             | PC Direct                  |
| View Group BV                     | UK                    | 1466192             | PC Direct (DW)             |
| VNU Holdco (UK) Limited           | UK                    | 2175422             | PSYCL£                     |
| View Group BV                     | UK                    | 1474357             | Softworld (& Device)       |
| View Group BV                     | UK                    | 1493457             | Softworld (& Device)       |
| Nielsen Book Services Limited     | UK                    | 1501668             | First Edition              |
| View Group BV                     | UK                    | 2268441             | CRN                        |
| View Group BV                     | UK                    | 1562669             | Softworld (& Device)       |
| VNU Business Publications Limited | UK                    | 1572844             | VNU Labs European (& Logo) |
| VNU Business Publications Ltd.    | UK                    | 1572844             | VNU EUROPEAN LABS (device) |
| VNU Business Publications Limited | UK                    | 1573249             | European VNU Labs (& Logo) |
| VNU Business Publications Ltd.    | UK                    | 1573249             | VNU EUROPEAN LABS (device) |
| VNU Business Publications Limited | UK                    | 2280399             | Home Entertainment World   |
| VNU Business Publications Limited | UK                    | 1588688             | Personal Computer World    |
| VNU Business Publications Limited | UK                    | 2292943A            | Easy PC                    |
| VNU Business Publications Limited | UK                    | 2299175             | NoiseMark                  |
| VNU Business Publications Limited | UK                    | 2008080             | Infomatics                 |

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| Owner                             | Country/<br>Authority | Registration<br>No. | Trademark  |
|-----------------------------------|-----------------------|---------------------|--|
| View Group BV                     | UK                    | 2001332             | PC Magazine (DW)   |
| VNU Business Publications Limited | UK                    | 2004974             | Computer Contractor                                      |
| VNU Business Publications Limited | UK                    | 2004963             | Computing  |
| VNU Business Publications Limited | UK                    | 2004965             | Personal Computer Magazine                               |
| VNU Business Publications Limited | UK                    | 2004970             | VAR World  |
| VNU Business Publications Limited | UK                    | 2004978             | What PC? & Software                                      |
| VNU Business Publications Limited | UK                    | 2005455             | Accountancy Age  |
| VNU Business Publications Limited | UK                    | 2005474             | Financial Director                                       |
| VNU Business Publications Limited | UK                    | 2004985             | Infomatics Digest  |
| VNU Business Publications Limited | UK                    | 2005461             | Management Consultancy                                   |
| VNU Business Publications Limited | UK                    | 2004887             | The Computer Users Year Book                             |
| VNU Business Publications Limited | UK                    | 2004885             | The Software Users Year Book                             |
| VNU Business Publications Limited | UK                    | 2007877             | Channel Personality of the Year                          |
| VNU Business Publications Limited | UK                    | 2007316             | Retail Business Distributor of the Year                  |
| VNU Business Publications Limited | UK                    | 2007910             | The Accountancy Age Guide to Career Development          |
| VNU Business Publications Limited | UK                    | 2007912             | The Accountancy Age Guide to Financial Services          |
| VNU Business Publications Limited | UK                    | 2007915             | The Accountancy Age Guide to Information Technology      |
| VNU Business Publications Limited | UK                    | 2007913             | The Accountancy Age Guide to Small Business              |
| VNU Business Publications Limited | UK                    | 2007873             | The Accountancy Age Guides                               |
| VNU Business Publications Limited | UK                    | 2007879             | Value Added Reseller (VAR) of the Year                   |
| VNU Business Publications Limited | UK                    | 2014394             | FAIRR Financial Accountancy Industry Readership Research |
| View Group BV                     | UK                    | 2014033             | Softworld for the Supply Chain (& Device)                |
| VNU Business Publications Limited | UK                    | 2017780             | Jobnet/Job.Net   |
| VNU Business Publications Limited | UK                    | 2019252             | Contracts Direct   |
| VNU Business Publications Limited | UK                    | 2020435             | Magnet/Mag.Net   |
| VNU Business Publications Limited | UK                    | 2023171             | Easy PC  |
| View Group BV                     | UK                    | 2025156B            | Network Week   |
| VNU Business Publications Limited | UK                    | 2026362             | PC Dealer  |
| VNU Business Publications Limited | UK                    | 2032636             | Matrix Publishing Network                                |
| VNU Business Publications Limited | UK                    | 2032642             | MatrixServer   |
| View Group BV                     | UK                    | 2025156A            | Network Week   |
| VNU Business Publications Limited | UK                    | 2029813             | Cybermiles   |
| VNU Business Publications Limited | UK                    | 2030080             | MPN  |
| VNU Business Publications Limited | UK                    | 2037799             | VNU Recruitment News                                     |

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|-----------------------------------|-------------------------------|-----------------------------|------------------------------------|
| View Group BV                     | UK                            | 2043893                     | Software Developers Forum & Device |
| VNU Business Publications Limited | UK                            | 2047101                     | Easy PC/stylised                   |
| View Group BV                     | UK                            | 2053482                     | Computer Reseller News             |

**Trademark Applications:**

| <b>Owner</b>                   | <b>Country/<br/>Authority</b> | <b>Application<br/>No.</b> | <b>Trademark</b>                   |
|--------------------------------|-------------------------------|----------------------------|------------------------------------|
| VNU Business Media, Inc.       | Australia                     | 815971                     | ERETAILING WORLD                   |
| VNU Business Media, Inc.       | Brazil                        | 820.447.625                | MEDTRADE                           |
| VNU Business Media, Inc.       | Brazil                        | 821.979.698                | BRANDWEEK                          |
| VNU Business Media, Inc.       | Brazil                        | 821.979.701                | SUPERBRANDS                        |
| VNU Business Media, Inc.       | Brazil                        | 827.340.958                | MEDTRADE                           |
| VNU Business Media, Inc.       | Canada                        | 1191618                    | SUPERBRANDS                        |
| VNU Business Media, Inc.       | Canada                        | 1221959                    | THE BOOK STANDARD                  |
| VNU Business Media, Inc.       | Canada                        | 1237100                    | ADWEEK (word mark)                 |
| VNU Business Media, Inc.       | Canada                        | 1299051                    | EUROPA STAR                        |
| VNU Business Media, Inc.       | Colombia                      | 6031206                    | CLIO (Cl. 41)                      |
| VNU Business Media, Inc.       | European<br>Community         | 2759710                    | CINEMA EXPO INTERNATIONAL          |
| VNU Business Media, Inc.       | European<br>Community         | 2759710                    | CINEMA EXPO INTERNATIONAL          |
| VNU Business Media, Inc.       | European<br>Community         | 3654332                    | BILLBOARD (Cls. 38 & 41)           |
| VNU Business Media, Inc.       | European<br>Community         | 4695409                    | EUROPA STAR (Classes 16 and 35)    |
| VNU Business Media, Inc.       | European<br>Community         | 4850426                    | PRESENTATIONS                      |
| VNU Business Media, Inc.       | France                        | 23198158                   | ACTION SPORTS RETAILER             |
| VNU Business Media, Inc.       | Hong Kong                     | 2001-06937                 | COUTURE                            |
| VNU Business Media, Inc.       | India                         | 991966                     | MEDTRADE                           |
| VNU Business Media, Inc.       | Japan                         | 2005-116233                | INTERBIKE (Class 35 - Trade Shows) |
| VNU Business Media, Inc.       | Japan                         | 2006-14840                 | SOURCEDIRECT (Class 35)            |
| VNU Business Media, Inc.       | Mexico                        | 407544                     | SUPERBRANDS                        |
| VNU Business Media, Inc.       | Mexico                        | 407545                     | BRANDWEEK                          |
| VNU Business Media, Inc.       | Russia                        | 2005727295                 | ADWEEK (Classes 16 and 35)         |
| VNU Business Media, Inc.       | South Africa                  | 2002/12126                 | BILLBOARD (Cl. 16)                 |
| VNU Business Media, Inc.       | Ukraine                       | -                          | EUROPA STAR (Classes 16 and 35)    |
| Benelux Periodieken B.V.       | Benelux                       | 1027074                    | BUSINESS TOPICS (word)             |
| VNU Business Publications B.V. | Benelux                       | 1083929                    | BUSINESS BOOST (word)              |

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| Owner                                | Country/<br>Authority | Application<br>No. | Trademark                            |
|--------------------------------------|-----------------------|--------------------|--------------------------------------|
| VNU Business Publications B.V.       | Benelux               | 1084043            | TECHNISCH WEEKBLAD<br>(word/device)  |
| Business Publications España         | Brazil                | 825851459          | COMPUTER IDEA, BRAZIL                |
| Business Publications España         | Brazil                | 825851440          | GUIAS PRACTICAS PC ACTUAL,<br>BRAZIL |
| Business Publications España         | Brazil                | 825851467          | VNU CHANNEL PARTNER, BRAZIL          |
| VNU Business Publications Limited    | China                 | 3878012            | Computer Active (Chinese)            |
| VNU Business Publications Limited    | China                 | 3878011            | Computer Active (Chinese)            |
| VNU Business Publications Limited    | China                 | 3878010            | Computer Active (Chinese)            |
| VNU Business Publications Limited    | China                 | 3878009            | Computer Active (Chinese)            |
| VNU Business Publications Limited    | China                 | 3877997            | Computer Active (English)            |
| VNU Business Publications Limited    | China                 | 3878026            | Computer Active (English)            |
| VNU Business Publications Limited    | China                 | 3878025            | Computer Active (English)            |
| VNU Business Publications Limited    | China                 | 38780024           | Computer Active (English)            |
| VNU Business Publications Limited    | China                 | 3698176            | Easy PC (Chinese)                    |
| VNU Business Publications Limited    | China                 | 3698174            | Easy PC (Chinese)                    |
| VNU Business Publications Limited    | China                 | 3698175            | Easy PC (Chinese)                    |
| VNU Business Publications Limited    | China                 | 3698154            | Easy PC (Chinese)                    |
| VNU Business Publications Limited    | China                 | 4655129            | Financial Director China             |
| VNU Business Publications Limited    | China                 | 4655127            | Financial Director China             |
| VNU Business Publications Limited    | China                 | 4655130            | Financial Director China             |
| VNU Business Publications Limited    | China                 | 4655128            | Financial Director China             |
| VNU Business Publications Limited    | China                 | 3878016            | Web Active (Chinese)                 |
| VNU Business Publications Limited    | China                 | 3878015            | Web Active (Chinese)                 |
| VNU Business Publications Limited    | China                 | 3878014            | Web Active (Chinese)                 |
| VNU Business Publications Limited    | China                 | 3878013            | Web Active (Chinese)                 |
| VNU Business Publications Limited    | China                 | 3878008            | Web Active (English)                 |
| VNU Business Publications Limited    | China                 | 3878007            | Web Active (English)                 |
| VNU Business Publications Limited    | China                 | 3877999            | Web Active (English)                 |
| VNU Business Publications Limited    | China                 | 3877998            | Web Active (English)                 |
| VNU Business Publications Espania SA | CTM                   | 3665445            | VNU Channel Partner                  |
| VNU Business Publications Limited    | CTM                   | 4164737            | XO Magazine                          |
| Imark Communications Limited         | France                |                    | Softmonde                            |
| Imark Communications Limited         | Germany               |                    | Softwelt                             |

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|-----------------------------------|-----------------------|--------------------|--------------------------------|
| VNU Business Publications Limited | Greece                | 150844             | Chanel Partner Greece (WO)     |
| VNU Business Publications Limited | Greece                | 150442             | Easy PC                        |
| VNU Business Publications Limited | Hong Kong             | 300417654          | Financial Director China       |
| VNU Business Publications Limited | India                 | 1389330            | Computer Active (DW)           |
| VNU Business Publications Limited | Macao                 | N/17474            | Financial Director China       |
| VNU Business Publications Limited | Macao                 | N/17475            | Financial Director China       |
| VNU Business Publications Limited | Macao                 | N/17476            | Financial Director China       |
| VNU Business Publications Limited | Macao                 | N/17477            | Financial Director China       |
| VNU Business Publications Limited | Malaysia              | 2002 - 06724       | Computer Active                |
| VNU Business Publications Limited | Malaysia              | 2002 - 06721       | Computer Active                |
| VNU Business Publications Limited | Malaysia              | 2001-05392         | Komputer Aktif                 |
| VNU Business Publications Limited | Malaysia              | 2002 - 06723       | Web Active                     |
| VNU Business Publications Limited | Philippines           | 4-2005-001632      | Computer Active                |
| VNU Business Publications Limited | Poland                | Z-290 268          | Financial Director             |
| VNU Business Publications Limited | Portugal              | 387899             | Mega Ideia                     |
| VNU Business Publications Limited | Saudi Arabia          |                    | Financial Director Middle East |
| VNU Business Publications Limited | South Africa          | 2004/18387         | Computer Active                |
| VNU Business Publications Limited | Taiwan                | 94025998           | Financial Director China       |
| VNU Business Publications Limited | Taiwan                | 94025999           | Financial Director China       |
| VNU Business Publications Limited | Taiwan                | 94026001           | Financial Director China       |
| VNU Business Publications Limited | Taiwan                | 94026004           | Financial Director China       |
| VNU Business Publications Limited | Thailand              | ON HOLD            | Easy PC                        |
| VNU Business Publications Limited | Turkey                | F00824             | Computer Active                |
| VNU Business Publications Limited | Turkey                | F00826             | Web Active                     |
| VNU Business Publications Limited | UAE                   |                    | Financial Director Middle East |
| VNU Business Publications Limited | UK                    | 2292943B           | Easy PC                        |
| TBA                               | UK/CTM                |                    | Information World Review       |
| TBA                               | UK/CTM                |                    | Online Information             |

**Trademark Licenses in US:**

| <b>Licensee</b>  | <b>Licensor</b>  | <b>Country/<br/>State</b> | <b>NIELSEN Registration --<br/>Application No.</b>   | <b>N Design and NIELSEN<br/>Registration --<br/>Application No.</b>                                    |
|--|--|---------------------------|--|--|
| VNU Internet-III B.V.<br>ATR Australia Pty Ltd.<br>AGB SOFT Benelux SPRL<br>AGB Nielsen Market Research (Guangzhou) Co., Ltd.<br>AGB Puls d.o.o.<br>AGB (Cyprus) Ltd.<br>MediaEdge Ltd.<br>CDI_AGB DOMINICANA, C.p.A.<br>INFOMEDIA S.A.<br>IBOPE TIME ECUADOR S.A.<br>ORGANOTIKI S.A.<br>AGB Hellas S.A.<br>MEDIA SERVICES S.A.<br>AGB Nielsen Media Research (Hong Kong) Limited<br>AGB Hungry Kft.<br>PT. AGB Nielsen Media Research Indonesia<br>AGB Nielsen Media Research (Ireland) Limited<br>AGB Holding S.p.A.<br>AGB Italia S.r.l.<br>RedSheriff S.r.l.<br>MEDIALAB s.r.l.<br>AGB IT ITALIA SRL<br>AGB TECH Srl<br>AGB TAM ITALIA Srl<br>AGB STAT IPSOS sal<br>AGB Nielsen Media Research (Malaysa) Sdn. Bhd.<br>Ibope AGB México, S.A. de C.V.<br>AGB Moldova SRL<br>AGB Nielsen Media Research (New Zealand) Ltd. | CZT/ACN Trademarks,<br>L.L.C., pursuant to<br>Trademark License<br>Agreement, dated February<br>28, 2005 | Australia                 | IC 35 -- 000B345839<br>IC 42 -- 000B345841   | IC 9, 16, 35 -- 912912   |
|  |  | Bulgaria                  | IC 9, 16, 35, 42 -- 72843 (Appl)   | IC 9, 16, 35 -- 47772  |
|  |  | Canada                    | TMA100657  | TMA653400  |
|  |  | Croatia                   | IC 9, 16, 35, 42 -- Z 2004<br>1126A (Appl)   | IC 9, 16, 35 -- Z 2004 1096A<br>(Appl)   |
|  |  | China                     | IC 35 -- 903717<br>IC37 -- 843881<br>IC 42 -- 877206   | IC 9 -- 3177413<br>IC16 -- 3177414<br>IC 35 -- 3177412   |
|  |  | Cyprus                    | CTM IC 9, 16, 35, 37, 41, 42 --<br>000143818   | IC 9 -- 63215 (Appl)<br>IC 16 -- 63216 (Appl)<br>IC 35 -- 63217 (Appl)                                 |
|  |  | Dominican<br>Republic     | IC 9 -- 2004-63575 (Appl)<br>IC 16 -- 144571<br>IC 35 -- 2004-6376 (Appl)<br>IC 42 -- 2004-63574 (Appl)        | CTM IC 9 -- 2697662<br>IC 9 -- 2004-65063 (Appl)<br>IC 16 -- 2004-144695<br>IC 35 -- 2004-65062 (Appl) |
|  |  | Ecuador                   | IC 35 -- 00209-IEPI<br>IC 9 -- 0004402-97<br>IC 16 -- 0004401-97<br>IC 37 -- 0001349-95<br>IC 42 -- 0001711-97 | IC 9 -- 20912<br>IC 16 -- 20911<br>IC 35 -- 7484   |
|  |  | Greece                    | IC 16 -- 84497<br>CTM IC 9, 16, 35, 37, 41, 42 --<br>143818  | CTM IC 9, 16, 35 -- 2697662  |
|  |  | Hong Kong                 | IC 9, 16, 35, 42 -- 300250677<br>(Appl)  | IC 9 -- 0276312003<br>IC 16 -- 0276412003<br>IC 35 -- 08433/2004                                       |



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|--|----------|-------------------|---|--|
| AGB Philippines, Inc.<br>AGN Polska Sp. z.o.o.<br>TNS AGB International S.R.L.<br>AGB TAN S.R.L.<br>AGB Television Joint Stock Company<br>AGB Strategic Research d.o.o.<br>AGB Nielsen Media Research (Singapore) Pte. Ltd.<br>AGB Lab d.o.o.<br>Media Services AGB, d.o.o.<br>AGB Nielsen Media Research (South Africa)<br>(Proprietary) Limited<br>AGB Nielsen Media Research (South Korea) Limited<br>AB Grundstenen, 103351, reg no. 556667-4247,<br>under name change to<br>AGB Nielsen Media Research (Sweden) AB<br>AGB Nielsen Media Research (Taiwan) Ltd.<br>AGB Nielsen Media Research (Thailand) Ltd.<br>AGB Anadolu A.S.<br>AGB Ukraine<br>AGB UK Ltd. t/a ATR UK Ltd.<br>AGB Panamericana de Venezuela Medicación S.A. |          | Hungary           | IC 9, 16, 35, 42 -- 156036<br>CTM IC 9, 16, 35, 37, 41, 42 --<br>143818   | IC 9, 16, 35 – M02-02291<br>(Appl)<br>CTM IC 9, 16, 35 – 2697662                   |
|  |          | Indonesia         | IC 9 – 2344423638 (Appl)<br>IC 16 – 2344523639 (Appl)<br>IC 35 – 2344623640 (Appl)<br>IC 42 – 2344723641 (Appl) | IC 9 – 542320<br>IC 16 – 542910<br>IC 35 – 542550                                  |
|  |          | Ireland           | IC 9 -- 136313<br>IC 16 -- 136314<br>CTM IC 9, 16, 35, 37, 41, 42 --<br>000143818                               | CTM IC 9 – 2697662   |
|  |          | Italy             | CTM IC 9, 16, 35, 37, 41, 42 --<br>000143818  | CTM IC 9 – 2697662   |
|  |          | Lebanon           | IC 9, 16, 35, 42 – 98991  | IC 9, 16, 35 – 98990   |
|  |          | Malaysia          | IC 9 – 2004/10739 (Appl)<br>IC 16 – 2004/10740 (Appl)<br>IC 35 – 2004/10741 (Appl)<br>IC 42 – 2004/10742 (Appl) | IC 9 – 2002/10127 (Appl)<br>IC 16 – 2002/10128 (Appl)<br>IC 35 – 2002/10129 (Appl) |
|  |          | Mexico            | IC 42 -- 400714<br>IC 35, 36, 42 – 341813   | IC 9 – 757924<br>IC 16 – 818299<br>IC 35 – 552762 (Appl)                           |
|  |          | Moldova           | IC 9, 16, 35, 42 – MD015199<br>(Appl)   | IC 9, 16, 35 – 0000MD9631  |
|  |          | New Zealand       | IC 9, 16, 35, 42 – 715,257<br>(Appl)  | IC 9 – 656999<br>IC 16 – 657000<br>IC 35 – 657001                                  |
|  |          | Poland            | CTM IC 9, 16, 35, 37, 41, 42 --<br>143818   | IC 9, 16, 35 – 00Z-250938<br>(Appl)<br>CTM IC 9, 16, 35 – 2697662                  |
|  |          | Romania           | IC 9, 16, 35, 42 – M2004/06168<br>(Appl)  | IC 9, 16, 35 -- RO51019  |
|  |          | Russia            | IC 9, 16, 35, 37, 42 -- 137836  | IC 9, 16, 35 – 268,232   |

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|----------|----------|-------------------|---|---|
|          |          | Serbia            | IC 9, 16, 35, 42 – Z-1087/2004<br>(Appl)  | IC 9, 16, 35 – Z-1086/2004<br>(Appl)  |
|          |          | Singapore         | IC 9 – T04/12146Z (Appl)<br>IC 16 – T04/12147H (Appl)<br>IC 35 – T04/12148F (Appl)<br>IC 42 – T04/12149D (Appl) | IC 9 – T02/12521B<br>IC 16 – T02/12522J<br>IC 35 – T02/12523I (Appl)                |
|          |          | Slovenia          | CTM IC 9, 16, 35, 37, 41, 42 --<br>143818   | IC 9 – 200270699<br>CTM IC 9 – 2697662  |
|          |          | South<br>Africa   | IC 35 - B86/4333  | IC 9, - 2002/06726 (Appl)<br>IC 16 – 2002/06727 (Appl)<br>IC 35 – 2002/06728 (Appl) |
|          |          | South<br>Korea    | IC 35 – 11054   | IC 9, 16, 35 – 9357   |
|          |          | Sweden            | CTM IC 9, 16, 35, 37, 41, 42 --<br>000143818  | CTM IC 9 - 2697662  |
|          |          | Taiwan            | IC 9 – 930339210 (Appl)<br>IC 16 – 9370339240 (Appl)<br>IC 35 – 9370339250 (Appl)<br>IC 42 – 9370339260 (Appl)  | IC 9 – 91020035 (Appl)<br>IC 16 – 91020036 (Appl)<br>IC 35 – 91020037 (Appl)        |
|          |          | Thailand          | IC 9 – 559468 (Appl)<br>IC 16 – 559469 (Appl)<br>IC 35 – 559470 (Appl)<br>IC 42 – 559471 (Appl)                 | IC 9 – 0KOR183692<br>IC 16 – 0KOR180731<br>IC 35 – 00BOLR20121                      |
|          |          | Turkey            | IC 16 – 143651  | IC 9, 16, 35 – 2002 12175   |
|          |          | Ukraine           | IC 9, 16, 35, 42 – UA 2004-<br>0708066 (Appl)   | IC 9, 16, 35 – UA 2002-054089<br>(Appl)   |
|          |          | United<br>Kingdom | IC 16 – 1052660<br>IC 35 -- 1281566<br>IC 41 -- 1281567<br>CTM IC 9, 16, 35, 37, 41, 42<br>– 143818             | CTM IC 9, 16, 35 – 2697662  |

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|----------|----------|-------------------|---|--|
|          |          | Venezuela         | IC 16 -- 152885<br>29124                  | IC 9 – 07963-2002 (Appl)<br>IC 16 – 07964-2002 (Appl)<br>IC 35 – 07965-2002 (Appl) |

**Trademark Licenses in Canada:**

| Licensee                                   | Licensor  | Country/<br>State | Registration –<br>Application No. | Trademark                 |
|--|---|-------------------|-----------------------------------|---------------------------|
| Nielsen Media Research<br>Limited (Canada) | Nielsen Media Research, Inc.<br>(U.S.) - Trademark License<br>Agreement Dated March 23,<br>2006 | Canada            | TMA639205                         | AD*VIEWS                  |
|  |   | Canada            | TMA171451                         | NTI                       |
|  |   | Canada            | TMA626219                         | SINGLE SOURCE             |
|  |   | Canada            | TMA526880                         | SPORTSQUEST               |
|  |   | Canada            | TMA539603                         | TV and Design             |
|  |   | Canada            | TMA594945                         | TV VIEWER                 |
| Nielsen Media Research<br>Limited (Canada) | CZT/CAN Trademarks,<br>L.L.C. (U.S.) - Trademark<br>License Agreement Dated<br>March 23, 2006   | Canada            | TMA63400                          | N Design NIELSEN          |
|  |   | Canada            | TMA100657                         | NIELSEN                   |
|  |   | Canada            | TMA554851                         | NIELSEN MEDIA<br>RESEARCH |

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**Registrations:**

| <b>Owner</b>                 | <b>Title</b>                       | <b>Registration No.</b> |
|------------------------------|------------------------------------|-------------------------|
| BBI Marketing Services, Inc. | PINECONE RESEARCH WEBSITE          | VA 1-302-295            |
| BBI Marketing Services, Inc. | PINECONE RESEARCH WEBSITE – Rev. 1 | VA 1-302-296            |

**Applications:**

None.

**Licenses:**

None.

**OTHER COPYRIGHTS**

**Registrations:**

None.

**Applications:**

None.

**Licenses:**

None.