

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Security Agreement

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
AC Nielsen (US), Inc.		10/18/2007	CORPORATION: DELAWARE
Interactive Market Systems, Inc.		10/18/2007	CORPORATION: NEW YORK
Nielsen EDI, Inc.		10/18/2007	CORPORATION: CALIFORNIA
Nielsen Media Research, Inc.		10/18/2007	CORPORATION: DELAWARE
Radio & Records, Inc.		10/18/2007	CORPORATION: CALIFORNIA

**RECEIVING PARTY DATA**

<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 Association:

**PROPERTY NUMBERS Total: 21**

Property Type	Number	Word Mark
Registration Number:	2461926	ACNIELSEN
Registration Number:	2459901	ACNIELSEN
Registration Number:	2582478	ACNIELSEN
Registration Number:	1443521	SCAN*PRO
Registration Number:	2073327	EDI
Registration Number:	2070192	AUDIOAUDIT
Registration Number:	2415573	NATIONAL AIRPLAY OVERVIEW
Registration Number:	2442910	ACNIELSEN
Registration Number:	2451139	ACNIELSEN
Registration Number:	2451140	ACNIELSEN
Registration Number:	2451141	ACNIELSEN

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Registration Number:	2521135	VMS
Registration Number:	2438282	ACNIELSEN REELRESEARCH
Registration Number:	2449382	NIELSEN TV
Registration Number:	2218633	A WEEKLY SURVIVAL GUIDE FOR THE MUSIC RETAILER
Registration Number:	2026179	ACTIVE ROCK
Registration Number:	2026185	SOUND DECISIONS
Registration Number:	2307072	TRACK AMERICA
Serial Number:	77188082	CI CONSUMER INSIGHT
Serial Number:	77177814	IMS CAMPAIGNRF
Serial Number:	78892032	CAMPAIGNFX

**CORRESPONDENCE DATA**

Fax Number: (202)756-9299  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 8002210770  
Email: matthew.mayer@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

ATTORNEY DOCKET NUMBER:	CSC #325489
NAME OF SUBMITTER:	Matthew Mayer
Signature:	/Matthew Mayer/
Date:	11/21/2007

**Total Attachments: 10**  
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**ITEM 1 (cont'd)**  
**to Trademarks Recordation Form Cover Sheet**

**Additional Conveying Parties**

<u>Entity</u>	<u>Jurisdiction of Organization</u>	<u>Type of Entity</u>
Interactive Market Systems, Inc.	New York	Corporation
Nielsen EDI, Inc.	California	Corporation
Nielsen Media Research, Inc.	Delaware	Corporation
Radio & Records, Inc.	California	Corporation

October 18, 2007

**NOTICE OF NEW COLLATERAL**

Reference is hereby made to that **Intellectual Property Security Agreement**, dated as of August 9, 2006, by and among NIELSEN FINANCE LLC, the other parties and Guarantors listed on the signature pages thereto or from time to time made party thereto by execution of a Joinder Agreement, as pledgors, assignors and debtors, in favor of CITIBANK, N.A., in its capacity as collateral agent pursuant to the Credit Agreement (as defined therein). Terms not defined herein have the meaning attributed to them in the Intellectual Property Security Agreement;

Listed on Schedule I hereto is additional pledged collateral pursuant to the above noted agreement.

[Signature Page Follows]

AC NIELSEN (US), INC.  
ACNIELSEN CORPORATION  
BROADCAST DATA SYSTEMS, LLC  
NIELSEN EDI, INC.  
NIELSEN MEDIA RESEARCH, INC.  
SPECTRA MARKETING SYSTEMS, INC.  
VNU MARKETING INFORMATION, INC  
VNU MEDIA MEASUREMENT &  
INFORMATION, INC.

By:   
Name: Peter K. Gersky  
Title: Treasurer

*[Signature Page to Notice of New Collateral]*

TRADEMARK  
REEL: 003666 FRAME: 0022

RADIO & RECORDS, INC.

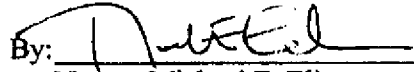
By: Harris A. Black  
Name: HARRIS A. BLACK  
Title: Vice President and Assistant Secretary

*[Signature Page to Notice of New Collateral]*

TRADEMARK  
REEL: 003666 FRAME: 0023

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CZT/ACN TRADEMARKS, L.L.C.

By: 

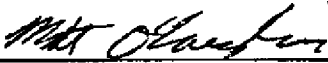
Name: Michael E. Elias

Title: President

*[Signature Page to Notice of New Collateral]*

TRADEMARK  
REEL: 003666 FRAME: 0024

INTERACTIVE MARKET SYSTEMS,  
INC.

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

*[Signature Page to Notice of New Collateral]*

TRADEMARK  
REEL: 003666 FRAME: 0025



**SCHEDULE I**

See attached Schedules.

U.S. Trademarks:  
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Owner	Country / Authority	Application No.	Registration No.	Trademark / Class	
AC Nielsen (US), Inc.	United States	75/121,145	2,451,926	ACNIELSEN	09
AC Nielsen (US), Inc.	United States	75/121,139	2,451,139	ACNIELSEN	35
AC Nielsen (US), Inc.	United States	75/121,144	2,451,140	ACNIELSEN and Globe Design	09
AC Nielsen (US), Inc.	United States	75/121,147	2,451,141	ACNIELSEN and Globe Design	16
AC Nielsen (US), Inc.	United States	75/121,137	2,459,901	ACNIELSEN and Globe Design	35
AC Nielsen (US), Inc.	United States	75/121,138	2,582,478	ACNIELSEN and Globe Design	42
AC Nielsen (US), Inc.	United States	73/624,900	1,443,521	SCAN-PRO	35
Nielsen EDI, Inc.	United States	75/028,392	2,073,327	EDI	10
Nielsen Media Research, Inc.	United States	74/536,708	2,070,192	AUDICAUDIT	35
Radio & Records, Inc.	United States	75/827,408	2,415,573	NATIONAL AIRPLAY OVERVIEW	16
Radio & Records, Inc.	United States	75/013,548	2,026,185	SOUND DECISIONS	16

U.S. Trademarks:

Owner	Country / Authority	Application No.	Registration No.	Trademark / Class	
AC Nielsen (US), Inc.	United States	75/121,146	2,442,910	ACNIELSEN	18
AC Nielsen (US), Inc.	United States	75/121,139	2,451,139	ACNIELSEN	35
AC Nielsen (US), Inc.	United States	75/121,144	2,451,140	ACNIELSEN and Globe Design	09
AC Nielsen (US), Inc.	United States	75/121,147	2,451,141	ACNIELSEN and Globe Design	18
Interactive Market Systems, Inc.	United States	75/892,032		CAMPAGNFX	uv 33
Interactive Market Systems, Inc.	United States	75/835,855	2,621,135	VMS	09
Nielsen EDI, Inc.	United States	75/898,003	2,438,282	ACNIELSEN RESEARCH	09 18 35 42
Nielsen Media Research, Inc.	United States	75/193,874	2,449,382	NIELSEN TV	35
Radio & Records, Inc.	United States	75/378,477	2,218,833	A WEEKLY SURVIVAL GUIDE FOR THE MUSIC RETAILER	18
Radio & Records, Inc.	United States	75/002,899	2,028,179	ACTIVE ROCK	18
Radio & Records, Inc.	United States	75/013,548	2,026,185	SOUND DECISIONS	18
Radio & Records, Inc.	United States	75/488,066	2,307,072	TRACK AMERICA	09

U.S. Trademarks:  
New Applications

Owner  
A Nielsen (US), Inc.

Country/  
Authority  
United States

Application No.  
77/188,082

Trademark / Class  
CI consumer insight Logo  
41

Interactive Market Systems, Inc.

United States

77/177,814

MMS CAMPAIGNRF

09