

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Security Agreement Supplement No. 8

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Claritas Inc.		08/15/2008	CORPORATION: DELAWARE

**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: 32**

Property Type	Number	Word Mark
Registration Number:	3280538	ADSELECT
Registration Number:	2359476	ADVANCING THE SCIENCE AND ART OF MARKETING
Registration Number:	1508674	BUSINESS-FACTS
Registration Number:	1443709	BUSINESS-FACTS
Registration Number:	1499354	CLARITAS
Registration Number:	1180624	CLARITAS
Registration Number:	1574539	CLARITAS
Registration Number:	2913465	CONNEXIONS
Registration Number:	1578260	CONSUMER CLOUT
Registration Number:	2579244	CONSUMERPOINT
Registration Number:	1453745	DAYTIME POPULATION
Registration Number:	2075237	FINANCIAL CLOUT
Registration Number:	2775101	IMODEL
Registration Number:	2902633	INTELLISERV

**CH \$815.00 3280538**

Registration Number:	1755784	LIFEP\$YCLE
Registration Number:	2196887	MARKET AUDIT
Registration Number:	1556594	MARKETSCAN
Registration Number:	1656419	MICROVISION
Registration Number:	1530619	P\$YCLE
Registration Number:	1410464	POP-FACTS
Registration Number:	1410929	POP-FACTS
Registration Number:	1557671	PRIZM
Registration Number:	3360162	RETAIL MARKET POWER
Registration Number:	2458712	THE CONVERGENCE AUDIT
Registration Number:	1413799	YPD
Serial Number:	77443196	CIVICIQ
Serial Number:	77198890	CONVERGENCE AUDIT
Serial Number:	77215020	INTEGRAS
Serial Number:	77249419	IXPRESS
Serial Number:	77067233	PRIME LOCATION
Serial Number:	77068828	PROFILE-ON-DEMAND
Serial Number:	77305541	BUSINESS-FACTS

**CORRESPONDENCE DATA**

Fax Number: (202)408-3141  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 202-408-3121 x2348  
Email: jpaterso@cscinfo.com  
Correspondent Name: Corporation Service Company  
Address Line 1: 1090 Vermont Avenue NW, Suite 430  
Address Line 2: Attn: Jean Paterson  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	711934
NAME OF SUBMITTER:	Jean Paterson
Signature:	/Jean Paterson/
Date:	09/05/2008

Total Attachments: 7  
source=9-5-08 Claritas-TM#page1.tif  
source=9-5-08 Claritas-TM#page2.tif  
source=9-5-08 Claritas-TM#page3.tif  
source=9-5-08 Claritas-TM#page4.tif

source=9-5-08 Claritas-TM#page5.tif  
source=9-5-08 Claritas-TM#page6.tif  
source=9-5-08 Claritas-TM#page7.tif

**INTELLECTUAL PROPERTY SECURITY AGREEMENT  
SUPPLEMENT NO. 8**

This **INTELLECTUAL PROPERTY SECURITY AGREEMENT SUPPLEMENT NO. 8**, dated as of August 15, 2008, is delivered by the entities listed on Schedule I hereto, all located at 770 Broadway, New York, NY 10003, (the "**Grantors**") to Citibank, N.A., as Administrative Agent, Collateral Agent and representative of the Lenders (in such capacity, the "**Secured Party**") pursuant to and in supplement of the Intellectual Property Security Agreement, dated as of August 9, 2006 (as amended, restated, supplemented, waived or otherwise modified from time to time, being the "**Intellectual Property Security Agreement**"), among the Grantors, the other grantors named therein, and Secured Party, (together, with all Intellectual Property Supplements entered into since August 9, 2006, being the "**Grants**"). Capitalized terms used herein not otherwise defined herein shall have the meanings ascribed thereto in the Grants.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, subject to the terms and conditions of the Intellectual Property Security Agreement, to evidence further the security interest granted by Grantor to Secured Party pursuant to the Intellectual Property Security Agreement, Grantor grants to Secured Party a security interest in all of Grantor's right, title and interest in and to the Collateral set forth on Schedule II annexed hereto. All such Collateral shall be deemed to be part of the Collateral and shall be hereafter subject to each of the terms and conditions of the Intellectual Property Security Agreement and the Grants.

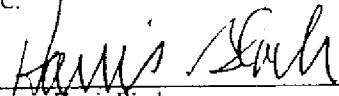
Each Grantor does hereby further acknowledge and affirm that the rights and remedies of Secured Party with respect to the security interest in the Collateral granted hereby are more fully set forth in the Intellectual Property Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

**IN WITNESS WHEREOF**, each Grantor has caused this Intellectual Property Security Agreement Supplement No. 8 to be duly executed and delivered by its officer thereunto duly authorized as of the date hereof.

\*\*\*\*\*

A. C. NIELSEN COMPANY  
AC NIELSEN (US), INC.  
CLARITAS INC.  
CZT/ACN TRADEMARKS, L.L.C  
NETRATINGS, INC.  
NIELSEN MEDIA RESEARCH, INC.  
NIELSEN MOBILE, INC.  
PERQ/HCI, LLC  
SRDS, INC.

By



Name: Harris Black

Title: Vice President & Assistant Secretary

[Signature Page to Intellectual Property Security Agreement Supplement No. 8]

**Schedule I**  
to  
**Intellectual Property Security Agreement**  
**dated as of August 15, 2008**

**List of Entities Pledging Intellectual Property**

A. C. Nielsen Company, a Delaware corporation  
AC Nielsen (US), Inc., a Delaware corporation  
Claritas Inc., a Delaware corporation  
CZT/ACN Trademarks, L.L.C., a Delaware limited liability company  
NetRatings, Inc., a Delaware corporation  
Nielsen Media Research, Inc., a Delaware corporation  
Nielsen Mobile, Inc. (f/k/a Telephia, Inc.) a Delaware corporation  
PERQ/HCI, LLC, a Delaware limited liability company  
SRDS, Inc., a Delaware corporation

CLARITAS INC.  
TRADEMARKS AND SERVICE MARKS

Issued: 7/1/2008

Page: Page 1 of 3

CURRENT MARKS

GEO ID	MARK	REGISTRANT	FILING DATE	APPL NO.	INTL CLASS	REG DATE	REG NO.	RENEWAL DATE	COMMENTS
United States	ADSELECT	Claritas Inc.	2/28/2005	78/576,620	35 42	8/14/2007	3,280,538	8/14/2017	
United States	ADVANCING THE SCIENCE AND ART OF MARKETING	Claritas Inc.	10/26/1998	75/577,800	35 41	6/20/2000	2,359,476	6/20/2010	
United States	BUSINESS-FACTS	Claritas Inc.	9/8/1987	73/682,946	16	10/11/1988	1,508,674	10/11/2008	On Supplemental Register
United States	BUSINESS-FACTS	Claritas Inc.	10/16/2007	77/305,541	16 35				
United States	BUSINESS-FACTS	Claritas Inc.	10/23/1985	73/564,646	35	6/16/1987	1,443,709	6/16/2017	On Supplemental Register
United States	CIVICIQ (Filed as ITU)	Claritas Inc.	4/8/2008	77/443,196	09 35				
United States	CLARITAS	Claritas Inc.	11/27/1987	73/697,893	09	8/9/1988	1,499,354	8/9/2008	Renewal Authriz'd 6/23/2008
United States	CLARITAS	Claritas Inc.	9/4/1980	73/276,676	42	12/1/1981	1,180,624	12/1/2011	
United States	CLARITAS (Stylized)	Claritas Inc.	3/6/1989	73/785,040	09 35	1/2/1990	1,574,539	1/2/2010	
United States	CONNEXIONS	Claritas Inc.	1/17/2001	76/194,842	09 35	12/21/2004	2,913,465	12/21/2014	
United States	CONSUMER CLOUD	Claritas Inc.	8/30/1988	73/749,277	42	1/16/1990	1,578,260	1/16/2010	Disclaims CONSUMER
United States	CONSUMERPOINT	Claritas Inc.	4/7/1999	75/677,592	09 35 42	6/11/2002	2,579,244	6/11/2012	

TRADEMARK

REEL: 003847 FRAME: 0797

CLARITAS INC.  
TRADEMARKS AND SERVICE MARKS

Issued: 7/1/2008

Page: Page 2 of 3

CURRENT MARKS

GEO ID	MARK	REGISTRANT	FILING DATE	APPL NO.	INTL CLASS	REG DATE	REG NO.	RENEWAL DATE	COMMENTS
United States	CONVERGENCE AUDIT	Claritas Inc.	6/6/2007	77/198,890	09 16 35				Disclaims: AUDIT; On Principal Register
United States	DAYTIME POPULATION	Claritas Inc.	3/3/1986	73/585,416	42	8/18/1987	1,453,745	8/18/2017	On Supplemental Register
United States	FINANCIAL CLOUD	Claritas Inc.	2/1/1996	75/052,035	36	7/1/1997	2,075,237	7/1/2017	Disclaims FINANCIAL
United States	IMODEL	Claritas Inc.	10/23/2002	76/462,442	09	10/21/2003	2,775,101	10/21/2013	
United States	INTEGRAS	Claritas Inc.	6/25/2007	77/215,020	35				
United States	INTELLISERV	Claritas Inc.	10/1/2001	76/620,049	35	1/16/2004	2,902,633	1/16/2014	
United States	IXPRESS	Claritas Inc.	8/7/2007	77/249,419	09 35				
United States	LIFEP\$YCLE (Stylized)	Claritas Inc.	7/10/1991	74/183,665	41	3/2/1993	1,755,784	3/2/2013	
United States	MARKET AUDIT	Claritas Inc.	2/14/1996	75/057,628	09	10/20/1998	2,196,887	10/20/2008	Disclaims MARKET
United States	MARKETSCAN	Claritas Inc.	1/28/1988	73/708,135	09	9/19/1989	1,556,594	9/19/2009	
United States	MICROVISION	Claritas Inc.	1/19/1990	74/021,302	35	9/10/1991	1,656,419	9/10/2011	
United States	PSYCLE (Stylized)	Claritas Inc.	1/28/1988	73/708,132	09	3/21/1989	1,530,619	3/21/2009	
United States	POP-FACTS	Claritas Inc.	3/3/1986	73/585,415	16	9/23/1986	1,410,464	9/23/2016	
United States	POP-FACTS	Claritas Inc.	3/3/1986	73/585,424	42	9/23/1986	1,410,929	9/23/2016	



CLARITAS INC.  
TRADEMARKS AND SERVICE MARKS

Issued: 7/1/2008

Page: Page 3 of 3

CURRENT MARKS

GEO ID	MARK	REGISTRANT	FILING DATE	APPL NO.	INTL CLASS	REG DATE	REG NO.	RENEWAL DATE	COMMENTS
United States	PRIME LOCATION (Filed as ITU)	Claritas Inc.	12/19/2006	77/067,233	09 35				Request to Amend Mark to PRIMELOCATION eFiled 1/17/2008
United States	PRIZM	Claritas Inc.	11/27/1987	73/697,895	09	9/26/1989	1,557,671	9/26/2009	
United States	PROFILE-ON-DEMAND (Filed as ITU)	Claritas Inc.	12/20/2006	77/068,828	35				Supplemental Register Application
United States	RETAIL MARKET POWER	Claritas Inc.	2/15/2005	76/631,030	35	12/25/2007	3,360,162	12/25/2017	Disclaims: RETAIL MARKET
United States	THE CONVERGENCE AUDIT	Claritas Inc.	5/19/1998	75/487,720	09 16 35	6/5/2001	2,458,712	6/5/2011	Application to Drop "The" from Registration Faxed to PTO 6/05/2007 - still awaiting decision as of 5/12/2008; On Supplemental Register
United States	YPD	Claritas Inc.	12/5/1985	73/586,008	42	10/14/1986	1,413,799	10/14/2016	