

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	NetRatings, LLC		12/19/2012
	Entity Type LIMITED LIABILITY COMPANY: DELAWARE		
RECEIVING PARTY DATA			
Name:	NM Incite, LLC		
Street Address:	770 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10003		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3198782	BUZZMETRICS
CORRESPONDENCE DATA			
Fax Number:	3124740448		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312-474-6300		
Email:	docket@marshallip.com		
Correspondent Name:	Michael R. Graham		
Address Line 1:	233 South Wacker Drive		
Address Line 2:	Suite 6300		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	31305/60016		
NAME OF SUBMITTER:	Michael R. Graham		
Signature:	/Michael R. Graham/		
Date:	12/20/2012		
Total Attachments: 1 source=NetRatings LLC Assignment of BUZZMETRICS to NM Incite LLC#page1.tif			

OP \$40.00 3198782

TRADEMARK ASSIGNMENT

THIS AGREEMENT effective as of December 19, 2012, is entered into between NETRATINGS, LLC, a limited liability company organized under the laws of the State of Delaware, with a principal place of business at 150 North Martingale, Schaumburg, Illinois 60173, United States of America ("Assignor"), and NM INCITE, LLC, a limited liability company organized under the laws of the State of Delaware, with a place of business at 770 Broadway, New York, New York 10003, United States of America ("Assignee").

WHEREAS, Assignor owns all rights, interest and goodwill in the trademark BUZZMETRICS and the federal registration therefor, Registration No. 3,198,782 granted January 16, 2007 (the Trademark); and

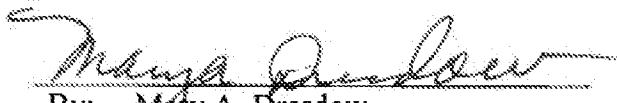
WHEREAS, Assignee wishes to obtain and Assignor wishes to assign to Assignee all rights, title and interest in the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which the parties hereby acknowledge, Assignor hereby assigns to Assignee, all of Assignor's right, title and interest in and to the BUZZMETRICS trademark, together with the goodwill of the business for which the trademark is used. This assignment includes all of the Assignor's rights to register, enforce and sue for, and to receive monetary damages and equitable relief for infringements of the Trademarks, including any which occurred prior to the date of this assignment.

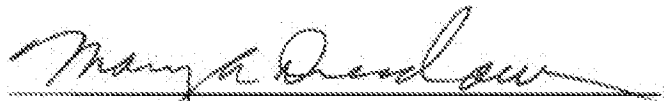
AGREED TO BY:

NETRATINGS, LLC

NM INCITE, LLC



By: Mary A. Dresdow
Title: Vice President and
Assistant Secretary
Dated: December 19, 2012



By: Mary A. Dresdow
Title: Vice President and
Assistant Secretary
Dated: December 19, 2012