

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM323671

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NetRatings, LLC		11/18/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	The Nielsen Company (US), LLC		
Street Address:	85 Broad Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10004		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2196315	@PLAN	
Registration Number:	2488315	ADRELEVANCE	
Registration Number:	2446679	NETRATINGS	
Registration Number:	2803463	NETVIEW	
CORRESPONDENCE DATA			
Fax Number:	2128135901		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212 813 5900		
Email:	assignments@fzlj.com		
Correspondent Name:	TAMAR NIV BESSINGER		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	866 UNITED NATIONS PLAZA		
Address Line 4:	NEW YORK, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	NSEC 1409353		
NAME OF SUBMITTER:	Tamar Niv Bessinger		
SIGNATURE:	/anca nicolescu/		
DATE SIGNED:	11/19/2014		
Total Attachments: 2			

CH \$115.00 2196315

source=Executed assignment NetRatings (F1579315x96B9E)#page1.tif
source=Executed assignment NetRatings (F1579315x96B9E)#page2.tif

ASSIGNMENT

WHEREAS, NetRatings, LLC, a limited liability company organized and existing under the laws of Delaware, located at 770 Broadway, New York, New York 10003 ("Assignor"), is the owner of the trademarks listed in the attached schedule (hereinafter, the "Trademarks");

and WHEREAS, The Nielsen Company (US), LLC, a limited liability company organized and existing under the laws of Delaware, located at 85 Broad Street, New York, NY 10004 ("Assignee"), is desirous of acquiring the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

NetRatings, LLC

By: _____

Name: _____

Wang Su

Title: _____

Vice President

Date of Signature: _____

11/18/2014

Schedule

TRADEMARK	APP. NO.	REG. NO.
@PLAN	75/151,532	2196315
ADRELEVANCE	75/643,158	2488315
NETRATINGS	75/385,045	2446679
NETVIEW	76/466,462	2803463

{F1569374.1}