

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
A.C. Nielsen Company		07/11/2008	CORPORATION:
AC Nielsen (US), Inc.		07/11/2008	CORPORATION:
CZT/ACN Trademarks, L.L.C.		07/11/2008	LIMITED LIABILITY COMPANY:
Interactive Market Systems, Inc.		07/11/2008	LIMITED LIABILITY COMPANY:
Nielsen EDI, Inc.		07/11/2008	CORPORATION:
Nielsen Entertainment, LLC		07/11/2008	LIMITED LIABILITY COMPANY:
Nielsen Media Research, Inc.		07/11/2008	CORPORATION:
Nielsen National Research Group, Inc.		07/11/2008	CORPORATION:
Spectra Marketing Systems, Inc.		07/11/2008	CORPORATION:
Trade Dimensions International, Inc.		07/11/2008	CORPORATION:
VNU Media Measurement & Information, Inc.		07/11/2008	CORPORATION:

RECEIVING PARTY DATA

Name:	Citibank, N.A., as Collateral Agent
Street Address:	390 Greenwich Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10013
Entity Type:	National Association:

PROPERTY NUMBERS Total: 269

Property Type	Number	Word Mark
Registration Number:	1492934	INF*ACT
Registration Number:	2248805	SHELF BUILDER

CH \$6740.00 1492934

Registration Number:	1380148	SPACEMAN
Registration Number:	1526610	SPACEMAN/LIVE
Registration Number:	2547482	ACNIELSEN
Registration Number:	2791781	ACNIELSEN ANSWERS
Registration Number:	3195111	ACNIELSEN BUSINESS FOCUS
Registration Number:	2845367	ACNIELSEN STRATEGIC PLANNER
Registration Number:	3177985	ANSWERS INTERACTIVE
Registration Number:	2911688	CBP
Registration Number:	2628520	CONVENIENCE TRACK
Registration Number:	2995719	EQ
Registration Number:	2334638	HOMESCAN
Registration Number:	3140697	ITEMFINDER
Registration Number:	2610385	KNOWLEDGEWORKS
Registration Number:	3218608	LABELTRENDS
Registration Number:	3278013	LIM
Registration Number:	2796141	LIQUORTRACK
Registration Number:	3184702	LOCAL MARKET PLANNER
Registration Number:	1881960	MARKETLENS
Registration Number:	2911689	MYCBP
Registration Number:	2594970	NETDISPATCH
Registration Number:	866625	NMMI
Registration Number:	866624	NMMS
Registration Number:	2791907	POWERED BY HOMESCAN
Registration Number:	2222602	PRICEMAN
Registration Number:	3066792	RETAIL ACVIEW
Registration Number:	1611122	SCAN*FACT
Registration Number:	1164868	SCANTRACK
Registration Number:	1206443	BASES
Registration Number:	2539874	BASES ATTVISOR
Registration Number:	2580483	BASES BRAND ADVISOR
Registration Number:	3202180	O
Registration Number:	3415885	CRYSTALON
Registration Number:	3415821	BASES FINDTIME
Registration Number:	3386369	BASES INTROSCAPE
Registration Number:	2708097	BASES PRICE ADVISOR

Registration Number:	2846930	BASES PRODUCT ADVISOR
Registration Number:	3307054	BASES SNAPSHOT
Registration Number:	2916601	PINECONE RESEARCH
Registration Number:	1737005	PRE-BASES
Registration Number:	1897695	RESTAGER
Registration Number:	1751521	SOVA
Registration Number:	2458730	STRATEGY ADVISOR
Registration Number:	2201158	
Registration Number:	2471877	WINNING BRANDS
Registration Number:	3027546	THERASCORE
Registration Number:	3450342	BASES MBA
Registration Number:	3372794	DESIGNS@WORK
Registration Number:	3414452	INTROSCAPE
Registration Number:	3372793	DELTAQUAL
Registration Number:	3372792	CONCEPTS@WORK
Registration Number:	3372790	PACKS@WORK
Registration Number:	3230380	N NIELSEN
Registration Number:	540915	NIELSEN
Registration Number:	1551874	NIELSEN
Registration Number:	3005008	NIELSEN OUTDOOR
Registration Number:	3276708	NIELSEN RINGSCAN
Registration Number:	3276288	NIELSEN SPORTS
Registration Number:	3394297	NIELSEN PEDIA
Registration Number:	2606614	ADVENTORY
Registration Number:	2485525	BRANDFX
Registration Number:	2679554	BUDGETFX
Registration Number:	3143051	CINEMACUME
Registration Number:	2734600	EM-DEM
Registration Number:	2378862	ENTERPRISE ROLLUP
Registration Number:	3309164	IMS CHAID EXPLORER
Registration Number:	3159987	IMSOUTDOOR
Registration Number:	3252256	IMSOUTDOOR NAVIGATOR
Registration Number:	2440001	LOCAL ROLLUP
Registration Number:	1956213	MULTIREACH
Registration Number:	3024710	OPTACCUME

Registration Number:	2499893	OPTIMAX
Registration Number:	2666718	PLANSTOCK
Registration Number:	1956212	ROLLUP
Registration Number:	1522858	SUPERSELLER
Registration Number:	2663806	WEB RF
Registration Number:	3139932	WEBCUME
Registration Number:	3447951	IMS CAMPAIGNRF
Registration Number:	1965802	"ANSWERS IN REAL TIME"
Registration Number:	2669600	BOFFO
Registration Number:	2669604	BOFFO
Registration Number:	2678558	BOFFO BOX OFFICE FLASH FIGURES ONLINE
Registration Number:	3050131	FILM LOCATION AND SALES HEARTBEAT
Registration Number:	2085412	FILMSOURCE
Registration Number:	1964310	FILMSOURCE
Registration Number:	3116249	FLASH
Registration Number:	3073098	N NIELSEN EDI FLASH
Registration Number:	2100788	THE RELEASE SCHEDULE
Registration Number:	2426350	THE WORLDWIDE BOX OFFICE AUTHORITY
Registration Number:	2553319	THE WORLDWIDE BOX OFFICE AUTHORITY
Registration Number:	2806763	THEATRE ATLAS
Registration Number:	2975200	BDS
Registration Number:	2737694	BOOK SCAN
Registration Number:	2753695	BOOKSCAN
Registration Number:	3019003	BROADCAST DATA SYSTEMS
Registration Number:	1856925	SOUNDSCAN
Registration Number:	1857872	SOUNDSCAN
Registration Number:	2327647	TRANSACTIONS ARE POWER
Registration Number:	3220156	VIDEOSCAN
Registration Number:	2572374	AD*BROWSER
Registration Number:	2570471	AD*BROWSER
Registration Number:	1810540	AD*VIEWS
Registration Number:	2800854	AUDIOAUDIT ADVANTAGE
Registration Number:	1479921	CAP
Registration Number:	3304535	CREATIVE*VIEWS
Registration Number:	1516620	DAILIES PLUS

Registration Number:	1157555	DMA
Registration Number:	2626382	EQ
Registration Number:	2662746	FEEDPOINT WEB
Registration Number:	2625858	FOCUS
Registration Number:	2030446	GALAXY
Registration Number:	3236590	GRABIX
Registration Number:	2787271	HISPANIC CABLE LINKS
Registration Number:	3374207	KEEPINGTRAC
Registration Number:	2574665	LOCAL RATINGS SUITE
Registration Number:	2870271	MARKETBREAKS
Registration Number:	1403405	MEGABASE
Registration Number:	1424225	MONITOR-PLUS
Registration Number:	2966465	MOVIE*SENTRY
Registration Number:	1937762	MULTI*FACTS
Registration Number:	3079639	NACAT
Registration Number:	3435942	NAVE
Registration Number:	3445143	NAVE II
Registration Number:	1477979	NET*FACTS
Registration Number:	2593880	NHHI
Registration Number:	2661157	NHSI
Registration Number:	2533399	NHSI
Registration Number:	2402063	NHSI
Registration Number:	2554723	NHSI
Registration Number:	2508750	NHTI
Registration Number:	2499639	NHTI
Registration Number:	2402068	NHTI
Registration Number:	2551647	NHTI
Registration Number:	2983633	NIELSEN CINEMA
Registration Number:	2983632	NIELSEN CINEMA
Registration Number:	2779979	NIELSEN HISPANIC HOMEVIDEO INDEX
Registration Number:	2593488	NIELSEN HISPANIC STATION INDEX
Registration Number:	2580708	NIELSEN HISPANIC STATION INDEX
Registration Number:	2593487	NIELSEN HISPANIC STATION INDEX
Registration Number:	2577150	NIELSEN HISPANIC STATION INDEX
Registration Number:	2593489	NIELSEN HISPANIC TELEVISION INDEX

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REEL: 003815 FRAME: 0773

Registration Number:	2577153	NIELSEN HISPANIC TELEVISION INDEX
Registration Number:	2577151	NIELSEN HISPANIC TELEVISION INDEX
Registration Number:	2593491	NIELSEN HISPANIC TELEVISION INDEX
Registration Number:	1188037	NIELSEN HOMEVIDEO INDEX
Registration Number:	2512912	NIELSEN MEDIA RESEARCH
Registration Number:	2367336	NIELSEN MEDIA RESEARCH
Registration Number:	2448024	NIELSEN MEDIA RESEARCH
Registration Number:	2502257	NIELSEN MEDIA RESEARCH
Registration Number:	3103595	NIELSEN UNIVERSAL READER
Registration Number:	2675889	NPOWER
Registration Number:	2976872	NQUEST
Registration Number:	1988073	NSI
Registration Number:	1880624	NSS
Registration Number:	547323	NTI
Registration Number:	3143559	NUR
Registration Number:	3130952	PLACE*VIEWS
Registration Number:	1809171	POCKETPIECE
Registration Number:	3331624	POWERPLAY
Registration Number:	2848491	PRINCIPAL MOVIEGOERS
Registration Number:	3045599	PRINT*VIEWS
Registration Number:	2987782	QUICK*VIEWS
Registration Number:	2304787	SPORTSQUEST
Registration Number:	3292186	SPOTTRAC
Registration Number:	2374350	UNLOCK THE POWER OF MEDIA
Registration Number:	3030543	VIDEO*SENTRY
Registration Number:	825898	VIEWERS IN PROFILE
Registration Number:	2459976	VIRTUAL ISSUE
Registration Number:	824208	VIP
Registration Number:	2006483	C.I.N.E.S.Y.S.
Registration Number:	1816279	C.I.N.E.S.Y.S.
Registration Number:	2297418	MOVIEVIEW
Registration Number:	2264364	NRG
Registration Number:	2645563	NRG TEENFUTURES
Registration Number:	2565327	TEENFUTURES
Registration Number:	2876313	CONSUMER 360

Registration Number:	2888349	CONSUMER 360 YOUR CONNECTION TO ACTIONABLE INSIGHTS
Registration Number:	3204767	CONSUMER TRADE AREAS
Registration Number:	2930745	CULTURE POINT MODEL
Registration Number:	2845952	INTROTARGETER
Registration Number:	3029703	OPPORTUNITY FINDER
Registration Number:	2597206	SPECTRA
Registration Number:	2280810	SPECTRA ADVANTAGE
Registration Number:	2705989	SPECTRA
Registration Number:	2941875	SPECTRA HISPANIQ
Registration Number:	2941876	SPECTRA HISPANIQ
Registration Number:	2584716	SPECTRA INFINET
Registration Number:	2590839	SPECTRA INFINET
Registration Number:	2614225	SPECTRA INTELLIGENT TARGETING
Registration Number:	2614226	SPECTRA INTELLIGENT TARGETING
Registration Number:	2845951	SPECTRA/BASES INTROTARGETER
Registration Number:	2681979	VOLUME RATING POINT
Registration Number:	2692263	VRP INSIGHT
Registration Number:	2917269	DEMOGRAPHICS USA
Registration Number:	2127296	DEMOGRAPHICS USA
Registration Number:	2928524	DIRECTORY OF CONVENIENCE STORES
Registration Number:	2916818	HIGH-VOLUME RETAILERS
Registration Number:	2916819	HIGH-VOLUME RETAILERS THE ALTERNATE CHANNEL SOURCEBOOK
Registration Number:	2868878	MARKET SCOPE
Registration Number:	2956549	RETAIL TENANT DIRECTORY
Registration Number:	3064700	RETAIL TENANT DIRECTORY
Registration Number:	2706279	TDLINX
Registration Number:	2706280	TDLINX
Registration Number:	2563116	TRADE DIMENSIONS
Registration Number:	2706257	TRADEDIMENSIONS
Registration Number:	3086423	SPONSORSHIP SCORECARD
Registration Number:	914536	INF*ACT
Registration Number:	2386774	TAP
Serial Number:	78498333	DECISIONSMART

Serial Number:	78868248	GLOBAL TRACK IN-SIGHTS
Serial Number:	78750411	SUPER TIMES JACKPOT
Serial Number:	78942497	PRICEITRIGHT
Serial Number:	78787613	SHOPPER MISSIONS
Serial Number:	77258172	SOAR
Serial Number:	77239506	ADS@WORK
Serial Number:	77248932	DCS
Serial Number:	77768827	
Serial Number:	77468826	NIELSEN KIDSCOPE
Serial Number:	77188082	CI CONSUMER INSIGHT
Serial Number:	77093364	NIELSEN ANSWERS
Serial Number:	77248947	DYNAMIC CATEGORY SIMULATION
Serial Number:	77150621	BRAND3
Serial Number:	77470394	MY.SPACEMAN
Serial Number:	77444861	¡OYE! NIELSEN
Serial Number:	77444868	¡OYE! NIELSEN
Serial Number:	77444874	¡OYE! NIELSEN
Serial Number:	77275825	HEY! NIELSEN
Serial Number:	77275836	HEY! NIELSEN
Serial Number:	77449756	IMS CLEAR DECISIONS
Serial Number:	77252081	N-LINX
Serial Number:	77094981	NIELSEN
Serial Number:	77252102	N-LINX
Serial Number:	77449760	NIELSEN CLEAR DECISIONS
Serial Number:	77227867	NIELSEN IN-STORE
Serial Number:	77094959	NIELSEN
Serial Number:	77094963	NIELSEN
Serial Number:	77336641	NIELSEN MOBILE
Serial Number:	77484826	NIELSEN ONLINE
Serial Number:	77436567	NIELSEN PREVIEW
Serial Number:	77227929	NIELSENCOMBINE
Serial Number:	77227990	NIELSENCONNECT
Serial Number:	77227983	NIELSENCONNECTIONS
Serial Number:	77227913	NIELSENHEALTH
Serial Number:	77251483	NIELSENLINX

Serial Number:	77252083	NIELSENSYNC
Serial Number:	77227997	NIELSENTREND
Serial Number:	78913006	A2/M2
Serial Number:	78913055	ANYTIME ANYWHERE MEDIA MEASUREMENT
Serial Number:	78830335	GRABIX.COM
Serial Number:	78875164	MEDIAEFFECTS
Serial Number:	78785001	NAVE IIC
Serial Number:	78893660	NORA
Serial Number:	78893661	NORA NIELSEN ON DEMAND REPORTING & ANALYTICS
Serial Number:	77182921	PLACE*VALUES
Serial Number:	77260481	FDMS
Serial Number:	77193533	NIELSEN REAL TIME RATINGS
Serial Number:	77193526	NIELSEN MOBILE RATINGS
Serial Number:	77260501	AUTOMATED DISCOVERY MARKETS
Serial Number:	77260498	FULL DISCOVERY MARKETS
Serial Number:	77465932	STELLAR
Serial Number:	77379845	LOCAL CUSTOM TOOLBOX
Serial Number:	78566974	BEHAVIORSCAPE
Serial Number:	78566963	BEHAVIORSTAGE
Serial Number:	77249096	RETAIL C.O.D.E.
Serial Number:	78590278	FANLINKS
Serial Number:	78330569	NPOD
Registration Number:	3220180	BASES CHATTERBOX
Registration Number:	3202885	BASES DECISIONPOINT

CORRESPONDENCE DATA

Fax Number: (202)408-3141

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 800-927-9801 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:

646876

NAME OF SUBMITTER:

Jean Paterson

TRADEMARK
REEL: 003815 FRAME: 0777

Signature:	/Jean Paterson/
Date:	07/15/2008
Total Attachments: 19 source=7-15-08 AC Nielsen Company-TM#page1.tif source=7-15-08 AC Nielsen Company-TM#page2.tif source=7-15-08 AC Nielsen Company-TM#page3.tif source=7-15-08 AC Nielsen Company-TM#page4.tif source=7-15-08 AC Nielsen Company-TM#page5.tif source=7-15-08 AC Nielsen Company-TM#page6.tif source=7-15-08 AC Nielsen Company-TM#page7.tif source=7-15-08 AC Nielsen Company-TM#page8.tif source=7-15-08 AC Nielsen Company-TM#page9.tif source=7-15-08 AC Nielsen Company-TM#page10.tif source=7-15-08 AC Nielsen Company-TM#page11.tif source=7-15-08 AC Nielsen Company-TM#page12.tif source=7-15-08 AC Nielsen Company-TM#page13.tif source=7-15-08 AC Nielsen Company-TM#page14.tif source=7-15-08 AC Nielsen Company-TM#page15.tif source=7-15-08 AC Nielsen Company-TM#page16.tif source=7-15-08 AC Nielsen Company-TM#page17.tif source=7-15-08 AC Nielsen Company-TM#page18.tif source=7-15-08 AC Nielsen Company-TM#page19.tif	

INTELLECTUAL PROPERTY SECURITY AGREEMENT

SUPPLEMENT NO. 6

This **INTELLECTUAL PROPERTY SECURITY AGREEMENT SUPPLEMENT NO. 6**, dated as of July 11, 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. 6 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.
CZT/ACN TRADEMARKS, L.L.C
INTERACTIVE MARKET SYSTEMS, INC.
NIELSEN EDI, INC.
NIELSEN ENTERTAINMENT, LLC
NIELSEN MEDIA RESEARCH, INC.
NIELSEN NATIONAL RESEARCH GROUP, INC.
SPECTRA MARKETING SYSTEMS, INC.
TRADE DIMENSIONS INTERNATIONAL, INC.
VNU MEDIA MEASUREMENT &
INFORMATION, INC.

By



Name: Harris Black

Title: Vice President & Assistant Secretary

Schedule I
to
Intellectual Property Security Agreement
dated as of July 11, 2008

List of Entities Pledging Intellectual Property

A. C. Nielsen Company, a Delaware corporation
AC Nielsen (US), Inc., a Delaware corporation
CZT/ACN Trademarks, L.L.C., a Delaware limited liability company
Interactive Market Systems, Inc., a New York corporation
Nielsen EDI, Inc., a California corporation
Nielsen Entertainment, LLC, a Delaware limited liability company
Nielsen Media Research, Inc., a Delaware corporation
Nielsen National Research Group, Inc., a California corporation
Spectra Marketing Systems, Inc., a Delaware corporation
Trade Dimensions International, Inc., a Delaware corporation
VNU Media Measurement & Information, Inc., a Delaware corporation

Schedule II
to
Intellectual Property Security Agreement
dated as of July 11, 2008

United State Trademarks

Mark	Registrant	Application Date / Application No.	Grant Date / Registration No.	Country
INF*ACT	A. C. Nielsen Company	12/22/1986 / 73/636,427	6/21/1988 / 1,492,934	U.S.A.
INF*ACT	A. C. Nielsen Company	3/24/1970 / 72/354,994	6/08/1971 / 90,914,536	U.S.A.
SHELF BUILDER	A. C. Nielsen Company	8/18/1997 / 75/342,947	6/01/1999 / 2,248,805	U.S.A.
SPACEMAN	A. C. Nielsen Company	8/13/1982 / 379,792	1/28/1986 / 1,380,148	U.S.A.
SPACEMAN/LIVE	A. C. Nielsen Company	5/13/1988 / 728,095	2/28/1989 / 1,526,610	U.S.A.
ACNIELSEN	AC Nielsen (US), Inc.	6/10/1996 / 75/121,148	3/12/2002 / 2,547,482	U.S.A.
ACNIELSEN ANSWERS	AC Nielsen (US), Inc.	5/23/2000 / 76/054,377	12/09/2003 / 2,791,781	U.S.A.
ACNIELSEN BUSINESS FOCUS	AC Nielsen (US), Inc.	4/20/2005 / 78/613,008	1/2/2007 / 3,195,111	U.S.A.
ACNIELSEN STRATEGIC PLANNER	AC Nielsen (US), Inc.	1/08/2001 / 76/191,142	5/25/2004 / 2,845,367	U.S.A.
ANSWERS INTERACTIVE	AC Nielsen (US), Inc.	9/1/2004 / 78/477,074	11/28/2006 / 3,177,985	U.S.A.
CPB	AC Nielsen (US), Inc.	12/20/2002 / 78/196,769	12/14/2004 / 2,911,688	U.S.A.
CONVENIENCE TRACK	AC Nielsen (US), Inc.	4/20/1998 / 75/470,721	10/01/2002 / 2,628,520	U.S.A.
DECISIONSMART(Filed as ITU)	AC Nielsen (US), Inc.	10/12/2004 / 78/498,333	N/A	U.S.A.
EQ	AC Nielsen (US), Inc.	9/24/2002 / 78/168,625	9/22/2005 / 2,995,719	U.S.A.
GLOBAL TRACK IN-SIGHTS (Filed as ITU)	AC Nielsen (US), Inc.	4/24/2006 / 78/868,248	N/A	U.S.A.
HOMESCAN	AC Nielsen (US), Inc.	7/27/1998 / 75/526,334	3/28/2000 / 2,334,638	U.S.A.
ITEMFINDER	AC Nielsen (US), Inc.	6/07/2005 / 78/645,133	9/05/2006 / 3,140,697	U.S.A.
KNOWLEDGEWORKS	AC Nielsen (US), Inc.	4/27/2000 / 76/038,534	8/20/2002 / 2,610,385	U.S.A.
LABELTRENDS	AC Nielsen (US), Inc.	7/20/2004 / 78/453,216	3/13/2007 / 3,218,608	U.S.A.
LIM	AC Nielsen (US), Inc.	5/26/2006 / 78/894,747	8/7/2007 / 3,278,013	U.S.A.
LIQUORTRACK	AC Nielsen (US), Inc.	5/17/2002 / 78/129,609	12/16/2003 / 2,796,141	U.S.A.
LOCAL MARKET PLANNER	AC Nielsen (US), Inc.	3/09/2005 / 78/583,524	12/12/2006 / 3,184,702	U.S.A.
MARKETLENS	AC Nielsen (US), Inc.	1/18/1994 / 74/479,631	3/07/1995 / 1,881,960	U.S.A.
MYCBP	AC Nielsen (US), Inc.	12/20/2002 / 78/196,771	12/14/2004 / 2,911,689	U.S.A.
MYSCAN (Filed as ITU)	AC Nielsen (US), Inc.	11/09/2005 / 78/750,411	N/A	U.S.A.
NETDISPATCH	AC Nielsen (US), Inc.	9/24/1999 / 75/808,529	7/16/2002 / 2,594,970	U.S.A.
NMMI	AC Nielsen (US), Inc.	2/06/1968 / 72/290,405	3/11/1969 / 866,625	U.S.A.

Mark	Registrant	Application Date / Application No.	Grant Date / Registration No.	Country
NMMS	AC Nielsen (US), Inc.	2/06/1968 / 72/290,404	3/11/1969 / 866,624	U.S.A.
POWERED BY HOMESCAN	AC Nielsen (US), Inc.	11/10/2000 / 76/163,269	12/09/2003 / 2,791,907	U.S.A.
PRICEITRIGHT (Filed as ITU)	AC Nielsen (US), Inc.	8/01/2006 / 78/942,497	N/A	U.S.A.
PRICEMAN	AC Nielsen (US), Inc.	11/17/1997 / 75/390,675	02/09/1999 / 2,222,602	U.S.A.
RETAIL ACVIEW	AC Nielsen (US), Inc.	7/12/2004 / 78/449,175	3/07/2006 / 3,066,792	U.S.A.
SCAN*FACT	AC Nielsen (US), Inc.	11/22/1989 / 74/004,513	8/28/1990 / 1,611,122	U.S.A.
SCANTRACK	AC Nielsen (US), Inc.	9/13/1979 / 239,033	8/11/1981 / 1,164,868	U.S.A.
SHOPPER MISSIONS (Filed as ITU)	AC Nielsen (US), Inc.	1/09/2006 / 78/787,613	N/A	U.S.A.
WINNING BRANDS	AC Nielsen (US), Inc.	3/31/1998 / 75/460,440	7/24/2001 / 2,471,877	U.S.A.
BASES	AC Nielsen (US), Inc.	1/21/1980 / 73/246,843	8/24/1982 / 1,206,443	U.S.A.
BASES ATTIVISOR	AC Nielsen (US), Inc.	11/08/2000 / 76/161,762	2/19/2002 / 2,539,874	U.S.A.
BASES BRAND ADVISOR	AC Nielsen (US), Inc.	3/17/2000 / 76/002,958	6/11/2002 / 2,580,483	U.S.A.
BASES CHATTERBOX	AC Nielsen (US), Inc.	6/05/2006 / 78/900,617	3/20/2007 / 3,202,180	U.S.A.
BASES DECISIONPOINT	AC Nielsen (US), Inc.	6/06/2005 / 78/644,208	4/22/2008 / 3,415,885	U.S.A.
BASES FINDTIME	AC Nielsen (US), Inc.	10/13/2005 / 78/732,673	1/23/2007 / 3,415,821	U.S.A.
BASES INTROSCOPE	AC Nielsen (US), Inc.	7/08/2005 / 78/660016	2/19/2008 / 3,386,369	U.S.A.
BASES PRICE ADVISOR	AC Nielsen (US), Inc.	4/25/2000 / 76/033,606	4/15/2003 / 2,708,097	U.S.A.
BASES PRODUCT ADVISOR	AC Nielsen (US), Inc.	3/30/2000 / 76/013,877	5/25/2004 / 2,846,930	U.S.A.
BASES SNAPSHOT	AC Nielsen (US), Inc.	06/05/2006 / 78/900,633	10/09/2007 / 3,307,054	U.S.A.
PINECONE RESEARCH	AC Nielsen (US), Inc.	9/25/2002 / 76/452,562	1/04/2005 / 2,916,601	U.S.A.
PRE-BASES	AC Nielsen (US), Inc.	4/06/1992 / 74/262,819	12/01/1992 / 1,737,005	U.S.A.
RESTAGER	AC Nielsen (US), Inc.	5/28/1993 / 74/395,848	6/06/1995 / 1,897,695	U.S.A.
SOVA	AC Nielsen (US), Inc.	6/29/1992 / 74/289,277	2/09/1993 / 1,751,521	U.S.A.
STRATEGY ADVISOR	AC Nielsen (US), Inc.	9/21/1998 / 75/555,838	6/05/2001 / 2,458,730	U.S.A.
WORLD DESIGN	AC Nielsen (US), Inc.	6/12/1997 / 75/307,766	11/03/1998 / 2,201,158	U.S.A.
WINNING BRANDS	AC Nielsen (US), Inc.	3/31/1998 / 75/460,440	7/24/2001 / 2,471,877	U.S.A.
THERASCOPE	AC Nielsen (US), Inc.	7/20/2004 / 78/453468	9/20/2005 / 3,027,546	U.S.A.
SOAR (Filed as ITU)	AC Nielsen (US), Inc.	8/17/2007 / 77/258172	N/A	U.S.A.
BASES MBA	AC Nielsen (US), Inc.	2/02/2007 / 77/098,323	6/17/2008 / 3,450,342	U.S.A.
ADS@WORK (Filed as ITU)	AC Nielsen (US), Inc.	7/26/2007 / 77/239,506	N/A	U.S.A.
DCS (Filed as ITU)	AC Nielsen (US), Inc.	8/07/2007 / 77/248932	N/A	U.S.A.
NIELSEN KIDSCOPE (Filed as ITU) s/b KIDSCOPE (USPTO Error)	AC Nielsen (US), Inc.	5/08/2008 / 77/768827	N/A	U.S.A.

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NIELSEN KIDSCOPE (Filed as ITU)	AC Nielsen (US), Inc.	5/08/2008 / 77/468826	N/A	U.S.A.
DESIGNS@WORK	AC Nielsen (US), Inc.	7/26/2007 / 77/239,466	1/22/2008 / 3,372,794	U.S.A.
CI CONSUMER INSIGHT (Logo)	AC Nielsen (US), Inc.	5/23/07 / 77/188,082	N/A	U.S.A.
INTROSCAPE	AC Nielsen (US), Inc.	9/07/2007 / 77/274209	4/22/08 / 3,414,452	U.S.A.
NIELSEN ANSWERS (Filed as ITU)	AC Nielsen (US), Inc.	1/29/2007 / 77/093,364	N/A	U.S.A.
DYNAMIC CATEGORY SIMULATION (Filed as ITU)	AC Nielsen (US), Inc.	8/07/2007 / 77/248,947	N/A	U.S.A.
DELTAQUAL	AC Nielsen (US), Inc.	7/26/2007 / 77/239,443	1/22/2008 / 3,372,793	U.S.A.
CONCEPTS@WORK	AC Nielsen (US), Inc.	7/26/2007 / 77/239,418	1/22/2008 / 3,372,792	U.S.A.
PACKS@WORK	AC Nielsen (US), Inc.	7/25/2007 / 77/238,703	1/22/2008 / 3,372,790	U.S.A.
BRAND3 (Filed as ITU)	AC Nielsen (US), Inc.	4/06/2007 / 77/150,621	N/A	U.S.A.
MY-SPACEMAN (Filed as ITU)	AC Nielsen (US), Inc.	5/9/2008 / 77/470,394	N/A	U.S.A.
N DESIGN AND NIELSEN	CZTI/ACN Trademarks, L.L.C.	5/09/2002 / 78/127,453	4/17/2007 / 3,230,380	U.S.A.
NIELSEN	CZTI/ACN Trademarks, L.L.C.	8/17/1948 / 563,626	4/10/1951 / 540,915	U.S.A.
NIELSEN (Split N)	CZTI/ACN Trademarks, L.L.C.	6/30/1988 / 73/737,542	8/15/1989 / 1,551,874	U.S.A.
NIELSEN OUTDOOR	CZTI/ACN Trademarks, L.L.C.	12/02/2003 / 78/334,921	10/04/2005 / 3,005,0008	U.S.A.
NIELSEN RINGSCAN	CZTI/ACN Trademarks, L.L.C.	3/10/2005 / 78/584,295	08/07/2007 / 3,276,708	U.S.A.
NIELSEN SPORTS	CZTI/ACN Trademarks, L.L.C.	7/26/2004 / 78/456,473	08/07/2007 / 3,276,288	U.S.A.
¡Oye! nielsen Logo (Filed as ITU)	CZTI/ACN Trademarks, L.L.C..	4/10/2008 / 77/444,861	N/A	U.S.A.
¡Oye! nielsen Logo (Filed as ITU)	CZTI/ACN Trademarks, L.L.C..	4/10/2008 / 77/444,868	N/A	U.S.A.
¡OYE! NIELSEN (Filed as ITU)	CZTI/ACN Trademarks, L.L.C..	4/10/2008 / 77/444,874	N/A	U.S.A.
HEY! NIELSEN (Filed as ITU)	CZTI/ACN Trademarks, L.L.C..	9/10/2007 / 77/275,825	N/A	U.S.A.
Hey! Nielsen Logo (Filed as ITU)	CZTI/ACN Trademarks, L.L.C..	9/10/2007 / 77/275,825	N/A	U.S.A.
Hey! Nielsen Logo (Filed as ITU)	CZTI/ACN Trademarks, L.L.C..	9/10/2007 / 77/275,836	N/A	U.S.A.
IMS CLEAR DECISIONS (Filed as ITU)	CZTI/ACN Trademarks, L.L.C..	4/16/2008 / 77/449,756	N/A	U.S.A.
n•Linx Logo and Design (Filed as ITU)	CZTI/ACN Trademarks, L.L.C..	8/10/2007 / 77/252,081	N/A	U.S.A.
n•Linx Logo and Design (Filed as ITU)	CZTI/ACN Trademarks, L.L.C..	8/10/2007 / 77/252,102	N/A	U.S.A.
NIELSEN (Filed as ITU)	CZTI/ACN Trademarks, L.L.C..	1/30/2007 / 77/094,981	N/A	U.S.A.
n•Linx Logo and Design (Filed as ITU)	CZTI/ACN Trademarks, L.L.C..	8/10/2007 / 77/252,102	N/A	U.S.A.

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NIELSEN CLEAR DECISIONS (Filed as ITU)	CZT/ACN Trademarks, L.L.C.	4/16/2008 / 77/449,760	N/A	U.S.A.
NIELSEN IN-STORE (Filed as ITU)	CZT/ACN Trademarks, L.L.C.	7/12/2007 / 77/227,867	N/A	U.S.A.
Nielsen Logo (Filed as ITU)	CZT/ACN Trademarks, L.L.C.	1/30/2007 / 77/094,959	N/A	U.S.A.
Nielsen Logo (Filed as ITU)	CZT/ACN Trademarks, L.L.C.	1/30/2007 / 77/094,963	N/A	U.S.A.
NIELSEN MOBILE (Filed as ITU)	CZT/ACN Trademarks, L.L.C.	11/26/2007 / 77/336,641	N/A	U.S.A.
NIELSEN ONLINE (Filed as ITU)	CZT/ACN Trademarks, L.L.C.	5/28/2008 / 77/484,826	N/A	U.S.A.
NIELSEN PREVIEW (Filed as ITU)	CZT/ACN Trademarks, L.L.C.	4/01/2008 / 77/436,567	N/A	U.S.A.
NIELSEN COMBINE (Filed as ITU)	CZT/ACN Trademarks, L.L.C.	7/12/2007 / 77/227,929	N/A	U.S.A.
NIELSEN CONNECT (Filed as ITU)	CZT/ACN Trademarks, L.L.C.	7/12/2007 / 77/227,990	N/A	U.S.A.
NIELSEN CONNECTIONS (Filed as ITU)	CZT/ACN Trademarks, L.L.C.	7/12/2007 / 77/227,983	N/A	U.S.A.
NIELSEN HEALTH (Filed as ITU)	CZT/ACN Trademarks, L.L.C.	7/12/2007 / 77/227,913	N/A	U.S.A.
NIELSEN LINX (Filed as ITU)	CZT/ACN Trademarks, L.L.C.	8/09/2007 / 77/251,483	N/A	U.S.A.
NIELSEN PEDIA	CZT/ACN Trademarks, L.L.C.	4/17/2007 / 77/158,327	3/11/2008 / 3,394,297	U.S.A.
NIELSEN SYNC (Filed as ITU)	CZT/ACN Trademarks, L.L.C.	8/10/2007 / 77/252,083	N/A	U.S.A.
NIELSEN TREND (Filed as ITU)	CZT/ACN Trademarks, L.L.C.	7/12/2007 / 77/227,997	N/A	U.S.A.
ADVENTORY	Interactive Market Systems, Inc.	6/07/2000 / 76/072,851	8/13/2002 / 2,606,614	U.S.A.
BRANDFX	Interactive Market Systems, Inc.	12/30/1997 / 75/412,299	9/04/2001 / 2,485,525	U.S.A.
BUDGETFX	Interactive Market Systems, Inc.	6/21/2000 / 76/073,994	1/28/2003 / 2,679,554	U.S.A.
CINEMACUME (Filed as ITU)	Interactive Market Systems, Inc.	5/14/2004 / 78/418,865	9/12/2006 / 3,143,051	U.S.A.
EM-DEM	Interactive Market Systems, Inc.	9/12/2002 / 76/449,281	7/08/2003 / 2,734,600	U.S.A.
ENTERPRISE ROLLUP	Interactive Market Systems, Inc.	2/10/1999 / 75/637,326	8/22/2000 / 2,378,862	U.S.A.
IMS CHAID EXPLORER	Interactive Market Systems, Inc.	11/22/2005 / 78/759,239	10/09/2007 / 3,309,164	U.S.A.
IMSOOTDOOR	Interactive Market Systems, Inc.	5/26/2004 / 78/425,165	10/17/2008 / 3,159,987	U.S.A.
IMSOOTDOOR NAVIGATOR	Interactive Market Systems, Inc.	5/26/2004 / 78/425,542	6/12/2007 / 3,252,256	U.S.A.
LOCAL ROLLUP	Interactive Market Systems, Inc.	10/19/1999 / 75/672,815	4/03/2001 / 2,440,001	U.S.A.
MULTIREACH	Interactive Market Systems, Inc.	3/09/1995 / 74/644,059	2/13/1996 / 1,956,213	U.S.A.
OPTACCUME	Interactive Market Systems, Inc.	5/14/2004 / 78/418,862	12/06/2005 / 3,024,710	U.S.A.
OPTIMAX	Interactive Market Systems, Inc.	4/11/2000 / 76/023,019	10/23/2001 / 2,499,893	U.S.A.
PLANSTOCK	Interactive Market Systems, Inc.	12/30/1997 / 75/412,288	12/24/2002 / 2,666,718	U.S.A.
ROLLUP	Interactive Market Systems, Inc.	3/09/1995 / 74/644,056	2/13/1996 / 1,956,212	U.S.A.
SUPERSELLER	Interactive Market Systems, Inc.	11/16/1989 / 73/695,589	1/31/1989 / 1,522,858	U.S.A.

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WEB RF	Interactive Market Systems, Inc.	1/05/2000 / 75/898,371	12/17/2002 / 2,663,806	U.S.A.
WEBCUME (Filed as ITU)	Interactive Market Systems, Inc.	4/28/2004 / 78/408,678	9/05/2006 / 3,139,932	U.S.A.
IMS CAMPAIGNRF	Interactive Market Systems, Inc.	5/10/2008 / 77/177,814	6/17/2008 / 3,447,951	U.S.A.
"ANSWERS IN REAL TIME"	Nielsen EDI, Inc.	6/05/1995 / 74/684,784	4/02/1996 / 1,965,802	U.S.A.
BOFFO	Nielsen EDI, Inc.	11/19/1999 / 75/853,584	12/31/2002 / 2,669,600	U.S.A.
BOFFO and Design	Nielsen EDI, Inc.	11/22/1999 / 75/855,970	12/31/2002 / 2,669,604	U.S.A.
BOFFO BOX OFFICE FLASH	Nielsen EDI, Inc.	11/22/1999 / 75/855,971	1/21/2003 / 2,678,558	U.S.A.
FIGURES ONLINE (and Design)				
FILM LOCATION AND SALES				
HEARTBEAT	Nielsen EDI, Inc.	12/22/2004 / 78/537,197	1/24/2006 / 3,050,131	U.S.A.
FILMSOURCE	Nielsen EDI, Inc.	12/15/1995 / 75/043,110	8/05/1997 / 2,085,412	U.S.A.
FILMSOURCE	Nielsen EDI, Inc.	6/05/1995 / 74/684,782	3/26/1996 / 1,964,310	U.S.A.
FLASH	Nielsen EDI, Inc.	12/22/2004 / 78/537,265	7/18/2006 / 3,116,249	U.S.A.
N NIELSEN EDI FLASH and Design	Nielsen EDI, Inc.	12/22/2004 / 78/537,267	3/28/2006 / 3,073,098	U.S.A.
THE RELEASE SCHEDULE	Nielsen EDI, Inc.	12/06/1995 / 75/028,394	9/30/1997 / 2,100,788	U.S.A.
THE WORLDWIDE BOX OFFICE AUTHORITY	Nielsen EDI, Inc.	7/08/1999 / 75/751,006	2/06/2001 / 2,426,350	U.S.A.
THE WORLDWIDE BOX OFFICE AUTHORITY	Nielsen EDI, Inc.	7/08/1999 / 75/751,007	3/26/2002 / 2,553,319	U.S.A.
THEATRE ATLAS	Nielsen EDI, Inc.	3/18/2003 / 76/226,796	1/20/2004 / 2,806,763	U.S.A.
BDS	Nielsen Entertainment, LLC	6/19/2003 / 76/524,917	7/26/2005 / 2,975,200	U.S.A.
BOOK SCAN and Design	Nielsen Entertainment, LLC	11/11/2000 / 76/164,764	7/15/2003 / 2,737,694	U.S.A.
BOOKSCAN	Nielsen Entertainment, LLC	11/14/2000 / 76/166,045	8/19/2003 / 2,753,695	U.S.A.
BROADCAST DATA SYSTEMS	Nielsen Entertainment, LLC	6/19/2003 / 76/524,919	11/29/2005 / 3,019,003	U.S.A.
SOUNDSCAN	Nielsen Entertainment, LLC	5/19/1993 / 74/392,370	10/04/1994 / 1,856,925	U.S.A.
SOUNDSCAN and Design	Nielsen Entertainment, LLC	5/19/1993 / 74/392,365	10/11/1994 / 1,857,872	U.S.A.
TAP	Nielsen Entertainment, LLC	10/27/1997 / 75/379,470	9/19/2000 / 9/19/2006	U.S.A.
TRANSACTIONS ARE POWER	Nielsen Entertainment, LLC	10/27/1997 / 75/379,603	3/14/2000 / 2,327,647	U.S.A.
VIDEOSCAN	Nielsen Entertainment, LLC	5/31/2006 / 78/897,157	3/20/2007 / 3,220,156	U.S.A.
A2/M2 (Filed as ITU)	Nielsen Media Research, Inc.	6/21/2006 / 78/913,006	N/A	U.S.A.
AD*BROWSER	Nielsen Media Research, Inc.	3/06/2001 / 76/220,598	5/21/2002 / 2,572,374	U.S.A.
AD*BROWSER	Nielsen Media Research, Inc.	3/06/2001 / 76/220,597	5/14/2002 / 2,570,471	U.S.A.
AD*VIEWS	Nielsen Media Research, Inc.	8/28/1992 / 74/308,651	12/14/1993 / 1,810,540	U.S.A.
ANYTIME ANYWHERE MEDIA MEASUREMENT (Filed as ITU)	Nielsen Media Research, Inc.	6/21/2006 / 78/913,055	N/A	U.S.A.

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AUDIOAUDIT ADVANTAGE	Nielsen Media Research, Inc.	6/14/2001 76/271,124	12/30/2003 / 2,800,854	U.S.A.
CAP	Nielsen Media Research, Inc.	5/05/1987 / 73/659,061	3/08/1988 / 1,479,921	U.S.A.
CREATIVE*VIEWS	Nielsen Media Research, Inc.	4/26/2006 / 78/870,020	10/02/2007 / 3,304,535	U.S.A.
DAILIES PLUS	Nielsen Media Research, Inc.	2/01/1988 / 73/708,478	12/13/1988 / 1,516,620	U.S.A.
DMA	Nielsen Media Research, Inc.	10/29/1979 / 73/237,008	6/09/1981 / 1,157,555	U.S.A.
EQ (Stylized)	Nielsen Media Research, Inc.	2/16/2001 / 76/211,944	9/24/2002 / 2,626,382	U.S.A.
FEEDPOINT WEB	Nielsen Media Research, Inc.	12/21/2001 / 76/351,572	12/17/2002 / 2,662,746	U.S.A.
FOCUS	Nielsen Media Research, Inc.	3/06/2000 / 75/936,545	9/24/2002 / 2,625,858	U.S.A.
GALAXY	Nielsen Media Research, Inc.	3/29/1993 / 74/372,342	1/14/1997 / 2,030,446	U.S.A.
GRABIX	Nielsen Media Research, Inc.	3/06/2006 / 78/830,329	5/01/2007 / 3,236,590	U.S.A.
GRABIX.COM (Filed as ITU)	Nielsen Media Research, Inc.	3/06/2006 / 78/830,335	N/A	U.S.A.
HISPANIC CABLE LINKS	Nielsen Media Research, Inc.	3/08/2002 / 76/380,717	11/25/2003 / 2,787,271	U.S.A.
KEEPINGTRAC	Nielsen Media Research, Inc.	5/01/2006 / 78/873,657	1/22/2008 / 3,374,207	U.S.A.
LOCAL RATINGS SUITE	Nielsen Media Research, Inc.	1/28/2000 / 75/905,701	5/28/2002 / 2,574,665	U.S.A.
MARKETBREAKS	Nielsen Media Research, Inc.	12/23/2002 / 76/477,687	8/03/2004 / 2,870,271	U.S.A.
MEDIAEFFECTS (Filed as ITU)	Nielsen Media Research, Inc.	5/03/2006 / 78/875,164	N/A	U.S.A.
MEGABASE	Nielsen Media Research, Inc.	1/06/1986 / 73/576,519	7/29/1986 / 1,403,405	U.S.A.
MONITOR-PLUS	Nielsen Media Research, Inc.	6/05/1988 / 73/602,537	1/06/1987 / 1,424,225	U.S.A.
MOVIE*SENTRY	Nielsen Media Research, Inc.	10/22/2003 / 78/316,894	7/12/2005 / 2,966,465	U.S.A.
MULTI*FACTS	Nielsen Media Research, Inc.	11/15/1993 / 74/458,264	11/28/1995 / 1,937,762	U.S.A.
NACAT	Nielsen Media Research, Inc.	4/21/2005 / 78/613,869	4/11/2006 / 3,079,639	U.S.A.
NAVE	Nielsen Media Research, Inc.	3/25/2005 / 78/595,097	5/27/2008 / 3,435,942	U.S.A.
NAVE II	Nielsen Media Research, Inc.	3/25/2005 / 78/595,093	6/10/2008 / 3,445,143	U.S.A.
NAVE IIC	Nielsen Media Research, Inc.	1/04/2006 / 78/785,001	N/A	U.S.A.
NET*FACTS	Nielsen Media Research, Inc.	7/13/1987 / 73/671,551	2/23/1988 / 1,477,979	U.S.A.
NHHI	Nielsen Media Research, Inc.	9/29/2000 / 76/137,770	7/16/2002 / 2,593,880	U.S.A.
NHSH	Nielsen Media Research, Inc.	11/30/1999 / 75/859,680	12/17/2002 / 2,661,157	U.S.A.
NHSH	Nielsen Media Research, Inc.	11/30/1999 / 75/860,646	1/29/2002 / 2,533,399	U.S.A.
NHSH	Nielsen Media Research, Inc.	11/30/1999 / 75/859,682	11/07/2000 / 2,402,063	U.S.A.
NHSH	Nielsen Media Research, Inc.	11/30/1999 / 75/859,683	4/02/2002 / 2,554,723	U.S.A.
NHSH	Nielsen Media Research, Inc.	11/30/1999 / 75/860,776	11/20/2001 / 2,508,750	U.S.A.
NHSH	Nielsen Media Research, Inc.	11/30/1999 / 75/860,996	10/23/2001 / 2,499,639	U.S.A.
NHSH	Nielsen Media Research, Inc.	11/30/1999 / 75/860,798	11/07/2000 / 2,402,068	U.S.A.
NHSH	Nielsen Media Research, Inc.	11/30/1999 / 75/860,775	3/26/2002 / 2,551,647	U.S.A.
NIELSEN CINEMA	Nielsen Media Research, Inc.	5/27/2003 / 76/517,228	8/09/2005 / 2,983,633	U.S.A.
NIELSEN CINEMA	Nielsen Media Research, Inc.	5/27/2003 / 76/517,227	8/09/2005 / 2,983,632	U.S.A.

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NIELSEN HISPANIC HOMEVIDEO INDEX	Nielsen Media Research, Inc.	9/29/2000 / 76/137,696	11/04/2003 / 2,779,979	U.S.A.
NIELSEN HISPANIC STATION INDEX	Nielsen Media Research, Inc.	11/29/1999 / 75/859,475	7/16/2002 / 2,593,488	U.S.A.
NIELSEN HISPANIC STATION INDEX	Nielsen Media Research, Inc.	11/29/1999 / 75/859,476	6/18/2002 / 2,580,708	U.S.A.
NIELSEN HISPANIC STATION INDEX	Nielsen Media Research, Inc.	11/29/1999 / 75/859,126	7/16/2002 / 2,593,487	U.S.A.
NIELSEN HISPANIC STATION INDEX	Nielsen Media Research, Inc.	11/29/1999 / 75/859,477	6/11/2002 / 2,577,150	U.S.A.
NIELSEN HISPANIC TELEVISION INDEX	Nielsen Media Research, Inc.	11/29/1999 / 75/859,950	7/16/2002 / 2,593,489	U.S.A.
NIELSEN HISPANIC TELEVISION INDEX	Nielsen Media Research, Inc.	11/29/1999 / 75/860,604	6/11/2002 / 2,577,153	U.S.A.
NIELSEN HISPANIC TELEVISION INDEX	Nielsen Media Research, Inc.	11/29/1999 / 75/859,949	6/11/2002 / 2,577,151	U.S.A.
NIELSEN HISPANIC TELEVISION INDEX	Nielsen Media Research, Inc.	11/29/1999 / 75/861,197	7/16/2007 / 2,593,491	U.S.A.
NIELSEN HOMEVIDEO INDEX	Nielsen Media Research, Inc.	8/13/1980 / 73/273,926	1/26/1982 / 1,188,037	U.S.A.
NIELSEN MEDIA RESEARCH	Nielsen Media Research, Inc.	11/06/1996 / 75/194,064	11/27/2001 / 2,512,912	U.S.A.
NIELSEN MEDIA RESEARCH	Nielsen Media Research, Inc.	11/06/1996 / 75/194,065	7/18/2000 / 2,367,336	U.S.A.
NIELSEN MEDIA RESEARCH	Nielsen Media Research, Inc.	11/06/1996 / 75/194,066	5/01/2001 / 2,448,024	U.S.A.
NIELSEN MEDIA RESEARCH	Nielsen Media Research, Inc.	11/06/1996 / 75/194,067	10/30/2001 / 2,502,257	U.S.A.
NIELSEN UNIVERSAL READER	Nielsen Media Research, Inc.	4/21/2005 / 78/613,866	6/13/2006 / 3,103,595	U.S.A.
NORA (Filed as ITU)	Nielsen Media Research, Inc.	5/26/2006 / 78/893,660	N/A	U.S.A.
NORA NIELSEN ON DEMAND REPORTING & ANALYTICS (Filed as ITU)	Nielsen Media Research, Inc.	5/26/2006 / 78/893,661	N/A	U.S.A.
NPOWER	Nielsen Media Research, Inc.	9/02/1999 / 75/791,100	1/21/2003 / 2,675,889	U.S.A.
NQUEST	Nielsen Media Research, Inc.	2/26/2002 / 76/375,231	7/26/2005 / 2,976,872	U.S.A.
NSI	Nielsen Media Research, Inc.	1/17/1995 / 74/621,716	7/23/1996 / 1,988,073	U.S.A.
NSS	Nielsen Media Research, Inc.	5/02/1994 / 74/519,201	2/28/1995 / 1,880,624	U.S.A.
NTI	Nielsen Media Research, Inc.	10/22/1949 / 71/586,704	8/28/1951 / 547,323	U.S.A.
NUR	Nielsen Media Research, Inc.	4/21/2005 / 78/613,872	9/12/2006 / 3,143,559	U.S.A.
PLACE*VIEWS	Nielsen Media Research, Inc.	10/08/2004 / 78/496,728	08/15/2006 / 3,130,952	U.S.A.
POCKETPIECE	Nielsen Media Research, Inc.	03/29/1993 / 74/372,606	12/07/1993 / 1,809,171	U.S.A.
POWERPLAY	Nielsen Media Research, Inc.	10/24/2005 / 78/738,926	11/06/2007 / 3,331,624	U.S.A.

Mark	Registrant	Application Date / Application No.	Grant Date / Registration No.	Country
PRINCIPAL MOVIEGOERS	Nielsen Media Research, Inc.	05/14/2002 / 76/407,726	06/01/2004 / 2,848,491	U.S.A.
PRINT*VIEWS	Nielsen Media Research, Inc.	11/08/2004 / 78/513,220	01/17/2006 / 3,045,599	U.S.A.
QUICK*VIEWS	Nielsen Media Research, Inc.	01/14/2003 / 76/482,370	08/23/2005 / 2,987,782	U.S.A.
SPORTSQUEST	Nielsen Media Research, Inc.	03/17/1998 / 75/451,785	12/28/1999 / 2,304,787	U.S.A.
SPOTTRAC	Nielsen Media Research, Inc.	04/26/2006 / 78/870,015	9/11/2007 / 3,292,186	U.S.A.
UNLOCK THE POWER OF THE MEDIA	Nielsen Media Research, Inc.	09/04/1998 / 75/548,852	08/08/2000 / 2,374,350	U.S.A.
VIDEO*SENTRY	Nielsen Media Research, Inc.	04/14/2004 / 78/401,550	12/13/2005 / 3,030,543	U.S.A.
VIEWERS IN PROFILE	Nielsen Media Research, Inc.	11/12/1965 / 72/232,581	03/14/1967 / 825,898	U.S.A.
VIRTUAL ISSUE	Nielsen Media Research, Inc.	12/05/1997 / 75/401,194	06/12/2001 / 2,459,976	U.S.A.
PLACE*VALUES (Filed as ITU)	Nielsen Media Research, Inc.	5/16/2007 / 77/182,921	N/A	U.S.A.
VIP	Nielsen Media Research, Inc.	11/12/1965 / 72/232,582	11/14/1967 / 0,824,208	U.S.A.
FDMS	Nielsen Media Research, Inc.	8/21/2007 / 77/260,481	N/A	U.S.A.
NIELSEN REAL TIME RATINGS (Filed as ITU)	Nielsen Media Research, Inc.	5/30/2007 / 77/193,533	N/A	U.S.A.
NIELSEN MOBILE RATINGS (Filed as ITU)	Nielsen Media Research, Inc.	[5/30/2007 / 77/193,526]	N/A	U.S.A.
AUTOMATED DISCOVERY MARKETS	Nielsen Media Research, Inc.	8/21/2007 / 77/260,501	N/A	U.S.A.
FULL DISCOVERY MARKETS	Nielsen Media Research, Inc.	8/21/2007 / 77/260,498	N/A	U.S.A.
STELLAR (Filed as ITU)	Nielsen Media Research, Inc.	5/05/2008 / 77/465,932	N/A	U.S.A.
LOCAL CUSTOM TOOLBOX (Filed as ITU)	Nielsen Media Research, Inc.	1/24/2008 / 77/379,845	N/A	U.S.A.
VIRTUAL ISSUE	Nielsen Media Research, Inc.	12/05/1997 / 75/401,194	6/12/2001 / 2,459,976	U.S.A.
C.I.N.E.S.Y.S	Nielsen National Research Group, Inc.	03/29/1993 / 74/372,630	10/08/1996 / 2,006,483	U.S.A.
C.I.N.E.S.Y.S	Nielsen National Research Group, Inc.	03/29/1993 / 74/372,368	01/11/1994 / 1,816,279	U.S.A.
MOVIEVIEW	Nielsen National Research Group, Inc.	12/29/1997 / 75/411,961	12/07/1999 / 2,297,418	U.S.A.
NRG	Nielsen National Research Group, Inc.	12/29/1997 / 75/411,963	07/27/1999 / 2,264,364	U.S.A.
NRG TEENFUTURES and Design	Nielsen National Research Group, Inc.	08/29/2001 / 76/306,503	11/05/2002 / 2,645,563	U.S.A.
TEENFUTURES	Nielsen National Research Group, Inc.	08/29/2001 / 76/306,504	04/30/2002 / 2,565,327	U.S.A.
BEHAVIORSCAPE (Filed as ITU)	Spectra Marketing Systems, Inc.	02/14/2005 / 78/566,974	N/A	U.S.A.

Mark	Registrant	Application Date / Application No.	Grant Date / Registration No.	Country
BEHAVIORSCAPE (Filed as ITU)	Spectra Marketing Systems, Inc.	02/14/2005 / 78/566,963	N/A	U.S.A.
CONSUMER 360	Spectra Marketing Systems, Inc.	02/10/2003 / 76/488,708	08/24/2004 / 2,876,313	U.S.A.
CONSUMER 360 YOUR CONNECTION TO ACTIONABLE INSIGHTS and Design	Spectra Marketing Systems, Inc.	02/10/2003 / 76/488,707	09/28/2004 / 2,888,349	U.S.A.
CONSUMER TRADE AREAS	Spectra Marketing Systems, Inc.	12/28/2005 / 78/781,446	1/30/2007 / 3,204,767	U.S.A.
CULTURE POINT MODEL	Spectra Marketing Systems, Inc.	02/11/2004 / 78/366,116	03/08/2005 / 2,930,745	U.S.A.
INTROTARGETER	Spectra Marketing Systems, Inc.	08/30/2002 / 76/446,227	05/25/2004 / 2,845,952	U.S.A.
OPPORTUNITY FINDER	Spectra Marketing Systems, Inc.	09/24/2002 / 76/452,463	12/13/2005 / 3,029,703	U.S.A.
SPECTRA	Spectra Marketing Systems, Inc.	10/17/2000 / 76/148,046	07/23/2002 / 2,597,206	U.S.A.
SPECTRA ADVANTAGE	Spectra Marketing Systems, Inc.	02/26/1998 / 75/440,976	09/28/1999 / 2,280,810	U.S.A.
SPECTRA and Design	Spectra Marketing Systems, Inc.	10/17/2000 / 76/148,049	04/15/2003 / 2,705,989	U.S.A.
SPECTRA HISPANIQ	Spectra Marketing Systems, Inc.	02/10/2004 / 78/365,896	04/19/2005 / 2,941,875	U.S.A.
SPECTRA HISPANIQ and Design	Spectra Marketing Systems, Inc.	02/10/2004 / 78/365,898	04/19/2005 / 2,941,876	U.S.A.
SPECTRA INFINET	Spectra Marketing Systems, Inc.	10/17/2000 / 76/148,097	06/25/2002 / 2,584,716	U.S.A.
SPTECTRA INFINET and Design	Spectra Marketing Systems, Inc.	10/17/2000 / 76,148,283	07/09/2002 / 2,590,839	U.S.A.
SPTECTRA INTELLIGENT TARGETING	Spectra Marketing Systems, Inc.	10/17/2000 / 76/147,865	09/03/2002 / 2,614,225	U.S.A.
SPECTRA INTELLIGENT TARGETING and Design	Spectra Marketing Systems, Inc.	10/17/2000 / 76/147,866	09/03/2002 / 2,614,226	U.S.A.
SPECTRA/BASES INTROTARGETER	Spectra Marketing Systems, Inc.	08/30/2002 / 76/446,149	05/25/2004 / 2,845,951	U.S.A.
VOLUME RATING POINT	Spectra Marketing Systems, Inc.	09/08/1999 / 75/795,800	01/28/2003 / 2,681,979	U.S.A.
VRP INSIGHT	Spectra Marketing Systems, Inc.	05/25/2001 / 76/262,362	03/04/2003 / 2,692,263	U.S.A.
RETAIL C.O.D.E. (Filed as ITU)	Spectra Marketing Systems, Inc..	8/07/2007 / 77/249,096	N/A	U.S.A.
DEMOGRAPHICS USA	Trade Dimensions International, Inc.	07/28/2003 / 78/279,459	01/11/2005 / 2,917,269	U.S.A.
DEMOGRAPHICS USA	Trade Dimensions International, Inc.	01/16/1996 / 75/226,292	01/06/1998 / 2,127,296	U.S.A.
DIRECTORY OF CONVENIENCE STORES	Trade Dimensions International, Inc.	08/01/2003 / 76/534,012	03/01/2005 / 2,928,524	U.S.A.
HIGH-VOLUME RETAILERS	Trade Dimensions International, Inc.	09/03/2003 / 78/295,268	01/04/2005 / 2,916,818	U.S.A.
HIGH-VOLUME RETAILERS THE ALTERNATE CHANNEL SOURCEBOOK	Trade Dimensions International, Inc.	09/03/2003 / 78/295,270	01/04/2005 / 2,916,819	U.S.A.

Mark	Registrant	Application Date / Application No.	Grant Date / Registration No.	Country
MARKET SCOPE	Trade Dimensions International, Inc.	08/01/2003 / 76/534,022	08/03/2004 / 2,868,878	U.S.A.
RETAIL TENANT DIRECTORY	Trade Dimensions International, Inc.	08/01/2003 / 76/534,011	05/31/2005 / 2,956,549	U.S.A.
RETAIL TENANT DIRECTORY	Trade Dimensions International, Inc.	04/01/2003 / 76/502,682	03/07/2006 / 3,064,700	U.S.A.
TDLIX	Trade Dimensions International, Inc.	07/17/2001 / 76/286,865	04/15/2003 / 2,706,279	U.S.A.
TDLIX and Design	Trade Dimensions International, Inc.	07/17/2001 / 76/286,866	04/15/2003 / 2,706,280	U.S.A.
TRADE DIMENSIONS	Trade Dimensions International, Inc.	06/13/2000 / 76/069,140	04/23/2002 / 2,563,116	U.S.A.
TRADEDIMENSIONS	Trade Dimensions International, Inc.	07/02/2001 / 76/278,958	04/15/2009 / 2,706,257	U.S.A.
FANLINKS	VNU Media Measurement & Information, Inc.	03/18/2005 / 78/590,278	N/A	U.S.A.
NPOD (Filed as ITU)	VNU Media Measurement & Information, Inc.	11/20/2003 / 78/330,569	N/A	U.S.A.
SPONSORSHIP SCORECARD	VNU Media Measurement & Information, Inc.	05/28/2004 / 78/427,036	045/25/2006 / 3,086,423	U.S.A.

Non-US Trademark Licenses

Licensee	Licensor	Country	NIELSEN Registration – Application No.	N Design and NIELSEN Registration – Application No.
VNU Internet-III B.V. ATR Australia Pty Ltd. AGB SOFT Benelux SPRL AGB Nielsen Market Research (Guangzhou) Co., Ltd. AGB Puls d.o.o. AGB (Cyprus) Ltd. MediaEdge Ltd.	CZI/ACN Trademarks, L.L.C., pursuant to Trademark License Agreement, dated February 28, 2005	1. Australia 2. Bulgaria 3. Canada 4. Croatia	IC 35 – 000B345839 IC 42 – 000B345841 IC 9, 16, 35, 42 – 72843 (Appl) TMA100657	IC 9, 16, 35 – 912912 IC 9, 16, 35 – 47772 TMA653400 IC 9, 16, 35 – Z 2004 1096A (Appl)

Licensee	Licensor	Country	NIELSEN Registration – Application No.	N Design and NIELSEN Registration – Application No.
CDL AGB DOMINICANA, C.p.A. INFOMEDIA S.A. IBOPE TIME ECUADOR S.A. ORGANOTIKI S.A. AGB Hellas S.A. MEDIA SERVICES S.A. AGB Nielsen Media Research (Hong Kong) Limited AGB Hungry Kft. PT. AGB Nielsen Media Research Indonesia AGB Nielsen Media Research (Ireland) Limited AGB Holding S.p.A. AGB Italia S.r.l. RedSheriff S.r.l. MEDIALAB s.r.l. AGB IT ITALIA SRL AGB TECH Srl AGB TAM ITALIA Srl AGB STAT IPSOS sal AGB Nielsen Media Research (Malaysia) Sdn. Bhd. Ibope AGB México, S.A. de C.V. AGB Moldova SRL AGB Nielsen Media Research (New Zealand) Ltd. AGB Philippines, Inc. AGN Polska Sp. z.o.o. TNS AGB International S.R.L. AGB TAN S.R.L. AGB Television Joint Stock Company AGB Strategic Research d.o.o. AGB Nielsen Media Research (Singapore) Pte. Ltd. AGB Lab d.o.o.		5. China 6. Cyprus 7. Dominican Republic 8. Ecuador 9. Greece 10. Hong Kong 11. Hungary	IC 35 – 903717 IC37 – 843881 IC 42 – 877206 CTM IC 9, 16, 35, 37, 41, 42 – 000143818 IC 9 – 2004-63575 (Appl) IC 16 – 144571 IC 35 – 2004-6376 (Appl) IC 42 –2004-63574 (Appl) IC 35 – 00209-IEPI IC 9 – 0004402-97 IC 16 – 0004401-97 IC 37 – 0001349-95 IC 42 – 0001711-97 IC 16 – 84497 CTM IC 9, 16, 35, 37, 41, 42 – 143818 IC 9, 16, 35, 42 – 300250677 (Appl) IC 9, 16, 35, 42 – 156036 CTM IC 9, 16, 35, 37, 41, 42 – 143818	IC 9 – 3177413 IC16 – 3177414 IC 35 – 3177412 IC 9 – 63215 (Appl) IC 16 – 63216 (Appl) IC 35 – 63217 (Appl) CTM IC 9 – 2697662 IC 9 – 2004-65063 (Appl) IC 16 – 2004-144695 IC 35 – 2004-65062 (Appl) IC 9 – 20912 IC 16 – 20911 IC 35 – 7484 CTM IC 9, 16, 35 – 2697662 IC 9 – 0276312003 IC 16 – 0276412003 IC 35 – 084332004 IC 9, 16, 35 – M02-02291 (Appl) CTM IC 9, 16, 35 – 2697662

Licensee	Licensor	Country	NIELSEN Registration – Application No.	N Design and NIELSEN Registration – Application No.
<p>Media Services AGB, d.o.o. AGB Nielsen Media Research (South Africa) (Proprietary) Limited AGB Nielsen Media Research (South Korea) Limited AB Grundstenen, 103351, reg no. 556667-4247, under name change to AGB Nielsen Media Research (Sweden) AB AGB Nielsen Media Research (Taiwan) Ltd. AGB Nielsen Media Research (Thailand) Ltd. AGB Anadolü A.S. AGB Ukraine AGB UK Ltd. t/a ATR UK Ltd. AGB Panamericana de Venezuela Medicación S.A.</p>		<p>12. Indonesia</p>	<p>IC 9 – 2344423638 (Appl) IC 16 – 2344523639 (Appl) IC 35 – 2344623640 (Appl) IC 42 – 2344723641 (Appl)</p>	<p>IC 9 – 542320 IC 16 – 542910 IC 35 – 542550</p>
		<p>13. Ireland</p>	<p>IC 9 – 136313 IC 16 – 136314 CTM IC 9, 16, 35, 37, 41, 42 – 000143818</p>	<p>CTM IC 9 – 2697662</p>
		<p>14. Italy</p>	<p>CTM IC 9, 16, 35, 37, 41, 42 – 000143818</p>	<p>CTM IC 9 – 2697662</p>
		<p>15. Lebanon</p>	<p>IC 9, 16, 35, 42 – 98991</p>	<p>IC 9, 16, 35 – 98990</p>
		<p>16. Malaysia</p>	<p>IC 9 – 2004/10739 (Appl) IC 16 – 2004/10740 (Appl) IC 35 – 2004/10741 (Appl) IC 42 – 2004/10742 (Appl)</p>	<p>IC 9 – 2002/10127 (Appl) IC 16 – 2002/10128 (Appl) IC 35 – 2002/10129 (Appl)</p>
		<p>17. Mexico</p>	<p>IC 42 – 400714 IC 35, 36, 42 – 341813</p>	<p>IC 9 – 757924 IC 16 – 818299 IC 35 – 552762 (Appl)</p>
		<p>18. Moldova</p>	<p>IC 9, 16, 35, 42 – MD015199 (Appl)</p>	<p>IC 9, 16, 35 – 0000MD9631</p>
		<p>19. New Zealand</p>	<p>IC 9, 16, 35, 42 – 715,257 (Appl)</p>	<p>IC 9 – 656999 IC 16 – 657000 IC 35 – 657001</p>

Licensee	Licensor	Country	NIELSEN Registration – Application No.	N Design and NIELSEN Registration – Application No.
		20. Poland	CTM IC 9, 16, 35, 37, 41, 42 – 143818	IC 9, 16, 35 – 00Z-250938 (Appl) CTM IC 9, 16, 35 – 2697662
		21. Romania	IC 9, 16, 35, 42 – M2004/06168 (Appl)	IC 9, 16, 35 – RO51019
		22. Russia	IC 9, 16, 35, 37, 42 – 137836	IC 9, 16, 35 – 268,232
		23. Serbia	IC 9, 16, 35, 42 – Z-1087/2004 (Appl)	IC 9, 16, 35 – Z-1086/2004 (Appl)
		24. Singapore	IC 9 – T04/12146Z (Appl) IC 16 – T04/12147H (Appl) IC 35 – T04/12148F (Appl) IC 42 – T04/12149D (Appl)	IC 9 – T02/12521B IC 16 – T02/12522J IC 35 – T02/12523I (Appl)
		25. Slovenia	CTM IC 9, 16, 35, 37, 41, 42 – 143818	IC 9 – 200270699 CTM IC 9 – 2697662
		26. South Africa	IC 35 - B86/4333	IC 9, - 2002/06726 (Appl) IC 16 – 2002/06727 (Appl) IC 35 – 2002/06728 (Appl)
		27. South Korea	IC 35 – 11054	IC 9, 16, 35 – 9357
		28. Sweden	CTM IC 9, 16, 35, 37, 41, 42 – 000143818	CTM IC 9 - 2697662

Licensee	Licensor	Country	NIELSEN Registration – Application No.	N Design and NIELSEN Registration – Application No.
		29. Taiwan	IC 9 – 930339210 (App) IC 16 – 9370339240 (App) IC 35 – 9370339250 (App) IC 42 – 9370339260 (App)	IC 9 – 91020035 (App) IC 16 – 91020036 (App) IC 35 – 91020037 (App)
		30. Thailand	IC 9 – 559468 (App) IC 16 – 559469 (App) IC 35 – 559470 (App) IC 42 – 559471 (App)	IC 9 – 0KOR183692 IC 16 – 0KOR180731 IC 35 – 00BOLR20121
		31. Turkey	IC 16 – 143651	IC 9, 16, 35 – 2002 12175
		32. Ukraine	IC 9, 16, 35, 42 – UA 2004-0708066 (App)	IC 9, 16, 35 – UA 2002-054089 (App)
		33. United Kingdom	IC 16 – 1052660 IC 35 – 1281566 IC 41 – 1281567 CTM IC 9, 16, 35, 37, 41, 42 – 143818	CTM IC 9, 16, 35 – 2697662
		34. Venezuela	IC 16 – 152885 29124	IC 9 – 07963-2002 (App) IC 16 – 07964-2002 (App) IC 35 – 07965-2002 (App)