

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Conversion of Delaware Corporation to Delaware Limited Liability Company and Name Change

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
AC Nielsen (US), Inc.		10/01/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	The Nielsen Company (US), LLC
Street Address:	150 N. Martingale Road
City:	Schaumburg
State/Country:	ILLINOIS
Postal Code:	60173
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 57

Property Type	Number	Word Mark
Serial Number:	72290405	NMMI
Serial Number:	72290404	NMMS
Serial Number:	74004513	SCAN*FACT
Serial Number:	73239033	SCANTRACK
Serial Number:	74479631	MARKETLENS
Serial Number:	74289277	SOVA
Serial Number:	74395848	RESTAGER
Serial Number:	73246843	BASES
Serial Number:	75555838	STRATEGY ADVISOR
Serial Number:	76033606	BASES PRICE ADVISOR
Serial Number:	76013877	BASES PRODUCT ADVISOR
Serial Number:	76452562	PINECONE RESEARCH
Serial Number:	74262819	PRE-BASES
Serial Number:	78644208	BASES DECISIONPOINT

OP \$1440.00 72290405

Serial Number:	78660016	BASES INTROSCAPE
Serial Number:	78732673	BASES FINDTIME
Serial Number:	78900617	BASES CHATTERBOX
Serial Number:	78900633	BASES SNAPSHOT
Serial Number:	78449175	RETAIL ACVIEW
Serial Number:	75390675	PRICEMAN
Serial Number:	75460440	WINNING BRANDS
Serial Number:	75526334	HOMESCAN
Serial Number:	78168625	EQ
Serial Number:	75470721	CONVENIENCE TRACK
Serial Number:	76054377	ACNIELSEN ANSWERS
Serial Number:	76163269	POWERED BY HOMESCAN
Serial Number:	76191142	ACNIELSEN STRATEGIC PLANNER
Serial Number:	78129609	LIQUORTRACK
Serial Number:	78196769	CBP
Serial Number:	78196771	MYCBP
Serial Number:	78453216	LABELTRENDS
Serial Number:	78453468	THERASCORE
Serial Number:	78477074	ANSWERS INTERACTIVE
Serial Number:	78498333	DECISIONSMART
Serial Number:	78583524	LOCAL MARKET PLANNER
Serial Number:	78613008	ACNIELSEN BUSINESS FOCUS
Serial Number:	78894747	LIM
Serial Number:	78645133	ITEMFINDER
Serial Number:	78750422	MYSCAN
Serial Number:	78787613	SHOPPER MISSIONS
Serial Number:	78942497	PRICEITRIGHT
Serial Number:	77098323	BASES MBA
Serial Number:	77093364	NIELSEN ANSWERS
Serial Number:	77150621	BRAND3
Serial Number:	77239443	DELTAQUAL
Serial Number:	77239506	ADS@WORK
Serial Number:	77239418	CONCEPTS@WORK
Serial Number:	77238703	PACKS@WORK
Serial Number:	77188082	CI CONSUMER INSIGHT

Serial Number:	77239466	DESIGNS@WORK
Serial Number:	77248932	DCS
Serial Number:	77248947	DYNAMIC CATEGORY SIMULATION
Serial Number:	77258172	SOAR
Serial Number:	77274209	INTROSCAPE
Serial Number:	77468827	KIDSCOPE
Serial Number:	77468826	NIELSEN KIDSCOPE
Serial Number:	75307766	

CORRESPONDENCE DATA

Fax Number: (312)474-0448
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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:	30619/G1000
NAME OF SUBMITTER:	Michael R. Graham
Signature:	/Michael R. Graham/
Date:	11/05/2008

Total Attachments: 6
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Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "AC NIELSEN (US), INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "AC NIELSEN (US), INC." TO "THE NIELSEN COMPANY (US), LLC", FILED IN THIS OFFICE ON THE FIRST DAY OF OCTOBER, A.D. 2008, AT 8:44 O'CLOCK A.M.



3587365 8100V

081001825

You may verify this certificate online
at corp.delaware.gov/authver.shtml

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6886248

DATE: 10-01-08

TRADEMARK
REEL: 003883 FRAME: 0093

Delaware

PAGE 2

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "THE NIELSEN COMPANY (US), LLC" FILED IN THIS OFFICE ON THE FIRST DAY OF OCTOBER, A.D. 2008, AT 8:44 O'CLOCK A.M.



3587365 8100V

081001825

You may verify this certificate online
at corp.delaware.gov/authver.shtml

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6886248

DATE: 10-01-08

TRADEMARK
REEL: 003883 FRAME: 0094

STATE OF DELAWARE
CERTIFICATE OF CONVERSION

of

AC Nielsen (US), Inc.

(a Delaware corporation)

to

The Nielsen Company (US), LLC

(a Delaware limited liability company)

This Certificate of Conversion to Limited Liability Company is being duly executed and filed by an authorized person, to convert AC Nielsen (US), Inc., a Delaware corporation (the "Corporation"), to a Delaware limited liability company, under Section 18-214 of the Delaware Limited Liability Company Act (the "Act").

- (1) The jurisdiction where the Corporation was first formed is Delaware.
- (2) The jurisdiction of the Corporation immediately prior to filing this Certificate is Delaware.
- (3) The date the Corporation was first incorporated in Delaware is November 4, 2002.
- (4) The name of the Corporation immediately prior to filing this Certificate was AC Nielsen (US), Inc.
- (5) In accordance with Section 266(b) of the General Corporation Law of the State of Delaware (the "DGCL"), the sole director and the sole stockholder of the Corporation by a written consent of the sole director in accordance with the provisions of Section 141(f) of the DGCL and written consent of the sole stockholder of the Corporation in accordance with Section 228 of the DGCL, adopted a resolution approving the conversion of the Corporation into a Delaware limited liability company.
- (6) The name of the Limited Liability Company as set forth in the Certificate of Formation is The Nielsen Company (US), LLC.
- (7) The conversion shall be effective upon the acceptance of the filing of this Certificate of Conversion by the Secretary of State of the State of Delaware.

[the next page is the signature page]

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion
on this 1st day of October, 2008.

AC NIELSEN (US), INC.

By: Harris Black
Harris Black
Authorized Person

CERTIFICATE OF FORMATION
OF
THE NIELSEN COMPANY (US), LLC

1. The name of the Limited Liability Company is The Nielsen Company (US), LLC (the "Company").
2. The address of the registered office of the Company in the State of Delaware is Corporation Trust Center, 1209 Orange Street, in the City of Wilmington, County of New Castle. The name of its registered agent at such address is The Corporation Trust Company.
3. This Certificate of Formation shall be effective upon the acceptance of the filing of this Certificate of Formation by the Secretary of State of the State of Delaware.

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IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation of
The Nielsen Company (US), LLC this 1st day of October, 2008.



Harris Black
Authorized Person