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(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

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(Business Entity Name)

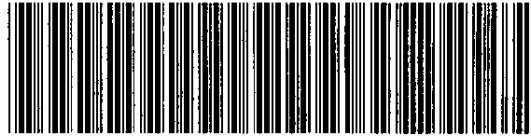
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09 JUL 27 PM 3:08
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

J. BRYAN

JUL 28 2009

EXAMINER

COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: MEDIAMARK RESEARCH & INTELLIGENCE, LLC
(Name of Foreign Limited Liability Company)

Dear Sir or Madam:

The enclosed application, certificate and fee(s) are submitted for filing.

Please return all correspondence concerning this matter to the following:

ELEONORE MUELLER
(Name of Person)

GFK HOLDING, INC.
(Firm/Company)

75 NINTH AVENUE, 5TH FLOOR
(Address)

NEW YORK NY 10011
(City/State and Zip Code)

For further information concerning this matter, please call:

ELEONORE MUELLER at (212) 240-5520
(Name of Person) (Area Code & Daytime Telephone Number)

STREET/COURIER ADDRESS:

Registration Section
Division of Corporations
Clifton Building
2661 Executive Center Circle
Tallahassee, Florida 32301

MAILING ADDRESS:

Registration Section
Division of Corporations
P.O. Box 6327
Tallahassee, Florida 32314

Enclosed is a check for the following amount:

- ☒ \$25 Filing Fee ☐ \$30 Filing Fee & Certificate of Status ☐ \$55 Filing Fee & Certified Copy ☐ \$60 Filing Fee, Certificate of Status & Certified Copy

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TALLAHASSEE, FLORIDA

**APPLICATION BY FOREIGN LIMITED LIABILITY COMPANY TO FILE
AMENDMENT TO APPLICATION FOR AUTHORIZATION TO TRANSACT
BUSINESS IN FLORIDA**

SECTION I (1-3 must be completed)

1. Name of limited liability company as it appears on the records of the Florida Department of State: MEDIAMARK RESEARCH & INTELLIGENCE, LLC
2. Jurisdiction of its organization: DELAWARE
3. Date authorized to do business in Florida: 12/12/2007

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SECTION II (4-7 complete only the applicable changes)

4. If the amendment changes the name of the limited liability company, when was the change effected under the laws of its jurisdiction of organization? 07/02/2009
5. New name of the limited liability company: GfK Mediamark Research & Intelligence, LLC.
(must end with "Limited Liability Company," "L.L.C.," or "LLC.")

(If name unavailable, enter alternate name adopted for the purpose of transacting business in Florida and attach a copy of the written consent of the managers or managing members adopting the alternate name. The alternate name must end with "Limited Liability Company," "L.L.C." or "LLC.")

6. If the amendment changes the period of duration, indicate new period of duration:

7. If the amendment changes the jurisdiction of organization, indicate new jurisdiction:

8. If the amendment corrects any false statement, indicate the statement being corrected and the correction: _____

9. Attached is an original certificate, no more than 90 days old, evidencing the aforementioned amendment(s), duly authenticated by the official having custody of records in the jurisdiction under the law of which this entity is organized.

 
Signature of a member or the authorized representative of a member

ROLAND F. FUERST

Typed or printed name of signer

Filing Fee: \$25.00

Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "MEDIAMARK RESEARCH & INTELLIGENCE, LLC", CHANGING ITS NAME FROM "MEDIAMARK RESEARCH & INTELLIGENCE, LLC" TO "GFK MEDIAMARK RESEARCH & INTELLIGENCE, LLC", FILED IN THIS OFFICE ON THE SECOND DAY OF JULY, A.D. 2009, AT 11:57 O'CLOCK A.M.

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TALLAHASSEE, FLORIDA

2273915 8100

090669897

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




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 7398779

DATE: 07-02-09

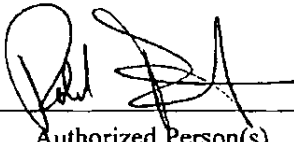
State of Delaware
Secretary of State
Division of Corporations
Delivered 12:29 PM 07/02/2009
FILED 11:57 AM 07/02/2009
SRV 090669897 - 2273915 FILE

STATE OF DELAWARE CERTIFICATE OF AMENDMENT

1. Name of Limited Liability Company: Mediamark Research & Intelligence, LLC

2. The Certificate of Formation of the limited liability company is hereby amended
as follows: FIRST: The name of the LLC is GfK Mediamark Research & Intelligence, LLC

IN WITNESS WHEREOF, the undersigned have executed this Certificate on
the 2nd day of July, A.D. 2009.

By: 
Authorized Person(s)

Name: Roland F. Fuerst
Print or Type

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TALLAHASSEE, FLORIDA