

11-22-1999

FORM PTO-1618A  
Expires 06/30/99  
OMB 0651-0027



101205140

U.S. Department of Commerce  
Patent and Trademark Office  
**TRADEMARK**

*MRD 11.08.99*

**RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY**

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

**Submission Type**

- New**
- Resubmission (Non-Recordation)**  
Document ID #
- Correction of PTO Error**  
Reel #  Frame #
- Corrective Document**  
Reel #  Frame #

**Conveyance Type**

- Assignment**  **License**
  - Security Agreement**  **Nunc Pro Tunc Assignment**
  - Merger**
  - Change of Name**
  - Other**
- Effective Date  
Month Day Year  
**9 30 99**

**Conveying Party**

Mark if additional names of conveying parties attached

Name  Execution Date  
Month Day Year

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization

**Receiving Party**

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)     
City State/Country Zip Code

- Individual  General Partnership  Limited Partnership  If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization

11/19/1999 DWGUYEN 00000140 500571 1960159

FOR OFFICE USE ONLY

01 FC:401  
02 FC:402  
( 40.00 CH  
250.00 CH )

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20221

**TRADEMARK**  
REEL: 001990 FRAME: 0757

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages** Enter the total number of pages of the attached conveyance document including any attachments. #

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

**Number of Properties** Enter the total number of properties involved. #

**Fee Amount** Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed  Deposit Account

Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)  
Deposit Account Number: #

Authorization to charge additional fees: Yes  No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Lisa Kelly  
Name of Person Signing

Lisa Kelly  
Signature

Nov 2, 1999  
Date Signed

## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT, effective as of the close of business on September 30, 1999, is by Dow Jones & Company, Inc., a Delaware corporation having its principal place of business at 200 Liberty Street, New York, New York 10281 ("Assignor") and in favor of Dow Jones, L.P. doing business as Dow Jones Fulfillment Services, a Delaware limited partnership having an address of 84 Second Avenue, Chicopee, Massachusetts ("Assignee").

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Assignor hereby assigns to Assignee, and its successors in interest, Assignor's entire right, title and interest in the United States in and to (i) the United States trademark and service mark registrations set forth in Exhibit A (the "Registered Trademarks") and (ii) the trademarks, service marks and logos used in the United States that incorporate the Registered Trademarks (the "Common Law Marks") (The Registered Trademarks and the Common Law Marks shall be referred to in this Agreement collectively as the "Trademarks"). The Trademarks are assigned together with (i) the past, present and future goodwill of the business symbolized by such Trademarks, and (ii) all rights, powers, privileges and immunities arising or accrued from the Trademarks, including all causes of action for past, present and future infringements based on such Trademarks (collectively, the "Trademark Rights"). The Trademarks and the Trademark Rights are to be held and enjoyed by Assignee as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.
2. Assignor hereby represents and warrants that Assignor is the sole and exclusive owner of the entire right, title and interest in and to the Trademarks and the Trademark Rights and has full power to enter into this Assignment.
3. Assignor agrees to execute and deliver such other documents and to take all such other actions as Assignee, its successors and assigns may reasonably request to affect the terms of this Assignment and to execute and deliver any and all affidavits, testimonies, declarations, oaths, samples, exhibits, specimens and other documentation as may be reasonably required to effect the terms of this Agreement.

IN WITNESS WHEREOF, each of Assignor and Assignee have executed this Assignment as of the day and year first above written.

ASSIGNOR:

DOW JONES & COMPANY, INC.

By: Thomas W. McGuire

Its: TREASURER

Date: Sept. 30, 1999

On this 30 day of September, 1999, before me personally appeared Thomas W. McGuire, to me known and known to me to be the individual described and who executed the foregoing instrument, and he/she duly acknowledged to me that he/she executed the same for the purpose therein set forth.

Karla L. Hornung  
Notary Public

My Commission Expires:

**KARLA L. HORNUNG**  
**NOTARY PUBLIC OF NEW JERSEY**  
Commission Expires 2/10/2004

ASSIGNEE:

DOW JONES, L.P. d/b/a DOW JONES  
FULFILLMENT SERVICES

By: William E. Boyer

Title: President

For: Dow Jones Ventures V, Inc., the  
General Partner of Dow Jones, L.P.

Date: Sept. 30, 1999

Nestor E. Pineda

**NESTOR E PINEDA**  
**NOTARY PUBLIC STATE OF NEW YORK**  
**COMMISSION #01PIC024686**  
**MY COMMISSION EXPIRES 5/17/01**  
**REGISTERED IN NEW YORK COUNTY**

TRADEMARK

REEL: 001990 FRAME: 0760

**EXHIBIT A****“BARRON’S” AND “THE WALL STREET JOURNAL”  
U.S. TRADEMARK REGISTRATIONS**

<b>MARK</b>	<b>REGISTRATION NO.</b>	<b>CLASS</b>	<b>GOODS &amp; SERVICES</b>
THE WALL STREET JOURNAL *	1,960,159	16	newspapers for general circulation
THE WALL STREET JOURNAL	1,498,049	38	television broadcasting services
THE WALL STREET JOURNAL	1,368,347	42	providing access to an electronic database which contains contents of a daily newspaper and summaries thereof
THE WALL STREET JOURNAL REPORT	1,220,347	41	providing radio news programming featuring business reports
THE ASIAN WALL STREET JOURNAL	1,083,954	16	daily newspaper
THE WALL STREET JOURNAL (stylized)	408,379	16	daily newspaper
BARRON’S	2,154,201	42	providing information in a wide variety of fields by means of a global computer information network
BARRON’S LINE	1,912,091	36 42	providing financial information by telephonic means providing news agency services, namely electronic transmission of business, economic, government and general news and information
BARRON’S	1,118,216	16	financial newspaper

BARRON'S NATIONAL BUSINESS & FINANCIAL WEEKLY	538,623	16	Periodical
BARRON'S GROUP STOCK AVERAGES	537,013	16	section of a weekly publication

m/s/TL/ex to vision license & agreement