

NOV 12.9.99

TRADEMARKS ONLY

Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy hereof.

1. Name of conveying party(ies) 01-06-2000 Name and address of receiving party(ies):

Forbes Family Holdings Inc.  Forbes Management Co. Inc.

Individual(s) Association 101238627 60 Fifth Avenue  
General Partnership Limited Partnership New York, New York 10011

Corporation-State New York  
Other  
Individual(s) citizenship  
Association  
General Partnership  
Limited Partnership  
 Corporation-State New York  
Other

Additional name(s) of conveying party(ies) attached Yes  No

3. Nature of conveyance:  
 Assignment Merger  
Security Agreement Change of Name  
Other

If assignee is not domiciled in the United States, a domestic representative designation is attached:  
Yes  No

Execution Date: January 1, 1999

(Designations must be a separate document from Assignment)  
Additional name(s) & addresses attached?  
Yes  No

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s) 75/171,475 and others  
B. Trademark Registration No.(s) 1,125,852 and others

Additional Numbers attached?  Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: David Ehrlich  
Internal Address: Fross Zelnick Lehrman & Zissu, P.C.  
Street Address: 866 United Nations Plaza  
City: New York State: NY Zip: 10017

6. Total number of applications and registration involved:.....33

7. Total fee (37 CFR 3.41) ..... \$ 840  
 Enclosed  
 Authorized to be charged to deposit account  
**(Only if total fee is not sufficient)**

8. Deposit account number:  
23-0825-0576900

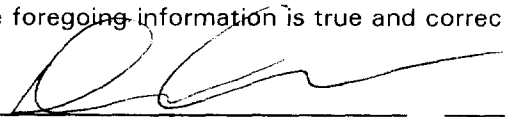
(Attach duplicate copy of this page if paying by deposit account)

01/06/2000 DNGUYEN 00000108 75171475  
01 FC:481 40.00 DP  
02 FC:482 800.00 DP

DO NOT USE THIS SPACE

9. 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.

David Ehrlich  12/9/99  
Name of Person Signing Signature Date

Total number of pages comprising cover sheet: \_\_\_\_\_

## Exhibit A

### A. Trademark Applications

<u>Mark:</u>	<u>Serial No.:</u>
FORBES CEO FORUM	75/171,475
CAPITALIST TOOL	75/154,293
IMPERIAL EGG COLLECTION	75/976,741
FORBES TECH 101	75/548,230

### B. Trademark Registrations

<u>Mark:</u>	<u>Registration No.:</u>	<u>Serial No.:</u>
CAPITALIST TOOL	1,125,852	
FORBES	1,141,299	
CAPITALIST TOOL	1,182,946	
SPECIAL SITUATION SURVEY	1,605,541	
SPECIAL SITUATION SURVEY	1,605,943	
CAPITALIST COOKIES	1,296,628	
FORBES FYI	1,648,532	74/007,745
FORBES FYI Design	1,696,041	74/161,275
NO GUTS. NO STORY.	1,887,395	74/128,801
PERSONAL AFFAIRS	1,586,301	73/788,548
CAPITALIST COOL	1,915,343	74/543,362
FORBES ASAP	1,818,464	74/277,753

FACT AND COMMENT (on the Supplemental Register)	1,772,664	74/284,599
SOCIAL REGISTER	1,000,756	
SOCIAL REGISTER Design	627,876	
FORBES MEDIACRITIC	1,868,253	74/465,763
FORBES MEDIA GUIDE 500	1,876,600	74/465,649
FORBES REPORT	1,893,372	74/423,679
FORBES	1,919,483	
FORBES ASAP	1,916,308	
FORBES FYI	1,916,309	
FORBES	2,128,371	75/148,897
FORBES CAPITALIST TOOL	2,069,975	75/148,895
CAPITALIST TOOL	2,069,974	75/148,896
FORBES DIGITAL TOOL	2,199,126	75/977,705
THE GOOD LIFE	2,144,602	75/262,680
FORBES FORTY	2,214,415	
FORBES GLOBAL	2,235,928	75/468,640
FORBES CFO FORUM	2,231,339	75/171,476

ASSIGNMENT OF TRADEMARKS

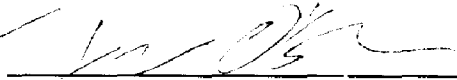
WHEREAS, FORBES FAMILY HOLDINGS INC., formerly Forbes Inc., of 60 Fifth Avenue, New York, NY, has adopted, used and is using the registered or pending trademarks listed in Exhibit A, attached hereto; and

WHEREAS, FORBES MANAGEMENT CO. INC. of 60 Fifth Avenue, New York, NY, is desirous of acquiring said registered or pending marks;

Now, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said FORBES FAMILY HOLDINGS INC. does hereby assign to the said FORBES MANAGEMENT CO. INC. All right, title, and interest of the said trademarks and goodwill of the business symbolized thereby and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of said trademark.

DATE: January 1, 1999

FORBES FAMILY HOLDINGS INC.

By: 

Terrence O'Connor  
Vice President – General Counsel

Data/word/assignment of TM FMC