

MRD 12.9.99

01-27-2000

Form PTO-1504

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U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office



101251213

To the Honorable Commissioner of Patents and Trademarks

Attached original documents or copy hereof.

1. Name of conveying party(ies)

Name and address of receiving party(ies):

Forbes Inc.

Forbes Family Holdings Inc.

12-09-1999

Individual(s) \_\_\_ Ass U.S. Patent & TMO/TM Mail Rept Dt. #30
General Partnership \_\_\_ Limited Partnership \_\_\_
x Corporation-State New York
Other \_\_\_

60 Fifth Avenue
New York, New York 10011

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

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

3. Nature of conveyance:

Assignment \_\_\_ Merger \_\_\_
Security Agreement \_\_\_ x Change of Name
Other \_\_\_

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

Execution Date: December 22, 1998

(Designations must be a separate document from Assignment)

Additional name(s) & addresses attached? \_\_\_ Yes x 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? x 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 and registration involved:.....33

7. Total fee (37 CFR 3.41) ..... \$ 840

x Enclosed
x 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)

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01 FC:481

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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
Name of Person Signing

Signature

12/9/99
Date

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

OMB No. 0651-0011 (exp. 4/94)

FZLZ File No.: FBM USA TT-99/12262 DE

TRADEMARK
REEL: 002016 FRAME: 0238

**Item 4.****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<br>(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 |

**SUPPORTING DOCUMENTATION FOR TRADEMARK  
CHANGE OF NAME DOCUMENTS IS**

**NO LONGER REQUIRED**

**UNDER THE**

**TRADEMARK LAW TREATY ACT**

**EFFECTIVE**

**OCTOBER 30, 1999**