

12-11-2001



Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)

101912384

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

Tab settings

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

1. Name of conveying party(ies):

The Hearst Corporation 11/05/01

- Individual(s) Association General Partnership Limited Partnership Corporation-State Delaware Other

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: October 30, 2001

2. Name and address of receiving party(ies)

Name: Hearst Business Communications, Inc.

Internal Address:

Street Address: 959 Eighth Avenue

City: New York State: NY Zip: 10019

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

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,893,613

Additional number(s) attached Yes No

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

Name: Christine F. Benton

Internal Address:

Clifford Chance Rogers & Wells LLP

Street Address: 200 Park Avenue

City: New York State: NY Zip: 10166

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41).....\$ 40

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

18-1843

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

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.

Christine F. Benton Name of Person Signing

C.F. Benton Signature

Nov. 5, 2001 Date

Total number of pages including cover sheet, attachments, and document:

2

12/11/2001 TBIRZ1 00000079 181843 1893613

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Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK REEL: 2405 FRAME: 0860

TRADEMARK ASSIGNMENT

WHEREAS, The Hearst Corporation, a Delaware corporation, having a place of business at 959 Eighth Avenue, New York, New York 10019 ("Assignor"), owns the trademark "401(K) DIMENSIONS" ("Mark") and the United States trademark Registration No. 1,893,613 for "401(K) DIMENSIONS" ("Registration");

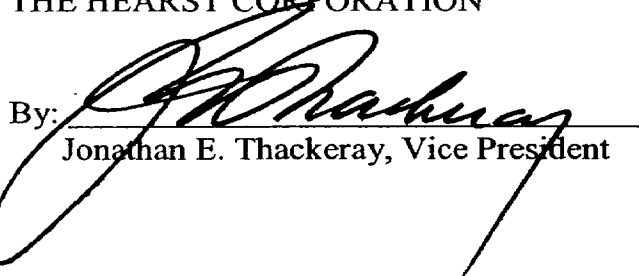
WHEREAS, Hearst Business Communications, Inc., a Delaware corporation having a place of business at 959 Eighth Avenue, New York, New York 10019 ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the Mark and the Registration, including the right to bring actions for infringement of the Mark occurring prior to the date of this Assignment;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for valuable and legally sufficient consideration, the receipt and legal sufficiency of which are hereby acknowledged, the Assignor has sold, assigned, and transferred, and by these presents does sell, assign, and transfer to the Assignee, the Assignor's entire right, title and interest in and to the Mark, including but not limited to the Registration, and including the right to make claims for and bring actions for infringements of the Mark occurring prior to or after the date of this Assignment (and to retain and enjoy any damages or other relief resulting therefrom), together with that part of the goodwill of the Assignor's business connected with and symbolized by the Mark.

IN TESTIMONY WHEREOF, the Assignor has caused this Assignment of the Mark to be executed by its authorized representative, and to be effective as of May 10, 1995.

THE HEARST CORPORATION

Date: October 30, 2001

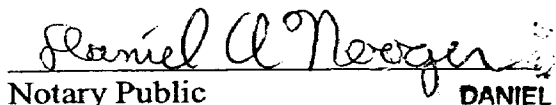
By: 
Jonathan E. Thackeray, Vice President

STATE OF NEW YORK)
) ss:
COUNTY OF NEW YORK)

CERTIFICATE OF ACKNOWLEDGEMENT

I, Daniel A. Nooger, a Notary Public, in and for the County and State aforesaid, do hereby certify that Jonathan E. Thackeray, known to me to be a Vice President of The Hearst Corporation, appeared before me this day, in person, and acknowledged that he signed, sealed and delivered the foregoing instrument on behalf of The Hearst Corporation as his free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this 30th day of October, 2001.


Notary Public

My Commission Expires:

DANIEL A. NOOGER
NOTARY PUBLIC, State of New York
No. 02NO4877910
QUALIFIED IN NEW YORK COUNTY
COMMISSION EXPIRES NOV. 3, 2002

NYA 380440.1