

NOV - 2001

12-12-2001



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Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2001) Tab settings

HEET -Y U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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

1. Name of conveying party(ies): Hearst SM Partnership (composed of Hearst Communications, Inc. & Hearst Business Communications, Inc.)

2. Name and address of receiving party(ies) Name: SMARTMONEY (composed of Dow Jones & Company, Inc. & Hearst SM Partnership (composed of Hearst Communications, Inc. & Hearst Business Communications, Inc.))

3. Nature of conveyance: [X] Assignment [ ] Merger [ ] Security Agreement [ ] Change of Name [ ] Other Execution Date: October 30, 2001

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s)

6. Total number of applications and registrations involved: 4

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

7. Total fee (37 CFR 3.41).....\$ 115 [ ] Enclosed [X] Authorized to be charged to deposit account 8. Deposit account number: 18-1843 (Attach duplicate copy of this page if paying by deposit account)

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 Signature Date: Nov 5, 2001

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Total number of pages including cover sheet, attachments, and document: 3

01 FC:481 40.00 CH 02 FC:482 75.00 CH

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

TRADEMARK REEL: 002406 FRAME: 0672

## TRADEMARK ASSIGNMENT

WHEREAS, Hearst SM Partnership, a New York General Partnership, composed of Hearst Communications, Inc. (a Delaware corporation, having a place of business at 959 Eighth Avenue, New York, New York 10019) and Hearst Business Communications, Inc. (a Delaware corporation, having a place of business at 959 Eighth Avenue, New York, New York 10019), having a place of business at 959 Eighth Avenue, New York, New York 10019 ("Assignor") and SMARTMONEY, a New York General Partnership, composed of Dow Jones & Company, Inc. (a Delaware corporation, having a place of business at 200 Liberty Street, New York, New York 10281) and Hearst SM Partnership (a New York General Partnership, composed of Hearst Communications, Inc. (a Delaware corporation, having a place of business at 959 Eighth Avenue, New York, New York 10019) and Hearst Business Communications, Inc. (a Delaware corporation, having a place of business at 959 Eighth Avenue, New York, New York 10019), having a place of business at 1790 Broadway, New York, New York ("Assignee") entered into an agreement dated March 19, 1999 ("Contribution Agreement"), for the transfer of certain assets from Hearst SM Partnership to SMARTMONEY, including the following trademarks and registrations: "401(K) DIMENSIONS," Registration No. 1,893,613, "DIMENSIÓN FINANCIERA," Registration No. 2,027,699, "RETIREMENT DIMENSIONS," Registration No. 2,063,305, and "FINANCIAL DIMENSION," Registration No. 1,994,746 ("Marks and Registrations");

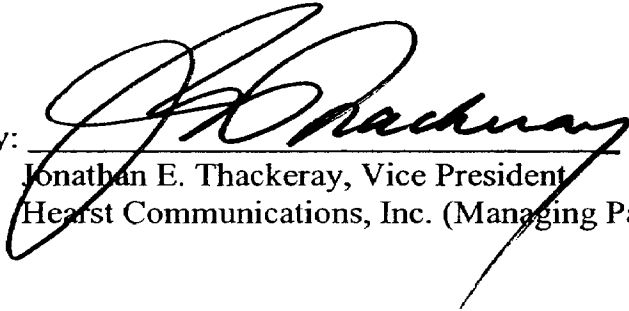
WHEREAS, Hearst SM Partnership and SMARTMONEY herein wish to confirm the assignment of the Marks and Registrations pursuant to the Contribution Agreement;

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 Marks, including but not limited to the Registrations, and including the right to make claims for and bring actions for infringements of the Marks 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 Marks.

IN TESTIMONY WHEREOF, the Assignor has caused this Assignment of the Marks to be executed by its authorized representative, and to be effective as of March 19, 1999.

HEARST SM PARTNERSHIP

Date: October 30, 2001

By:   
Jonathan E. Thackeray, Vice President  
Hearst Communications, Inc. (Managing Partner)

NYA 381072.1

RECORDED: 11/05/2001

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