

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Ms. Marie Hudson Stapleton		07/27/2003	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Dow Jones & Company, Inc.		
<b>Street Address:</b>	200 Liberty Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10281		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	75745432	THE SMALL STREET JOURNAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)336-2222		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(212) 336-2000		
<b>Email:</b>	IPDOCKETING@PBWT.COM		
<b>Correspondent Name:</b>	Allison Rutledge-Parisi		
<b>Address Line 1:</b>	1133 Avenue of the Americas		
<b>Address Line 4:</b>	New York, NEW YORK 10036		
<b>ATTORNEY DOCKET NUMBER:</b>	D5714-0286(ARP)		
<b>NAME OF SUBMITTER:</b>	Lorri Emanu		
<b>Total Attachments: 1</b> source=TMASS_DOC#page1.tif			

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**TRADEMARK ASSIGNMENT**

WHEREAS, Marie Hudson Stapleton, residing at 298 Joe McWilliams Road, Meridian, Mississippi 39301-8947 ("Assignor"), is the owner of all right, title and interest in and to United States Trademark Application Serial No. 75/745,432 of The Small Street Journal for newspapers for children in the fields of math and reading and the goodwill represented thereby;

WHEREAS, Dow Jones & Company, Inc., with offices at 200 Liberty Street, New York, New York 10281 ("Assignee"), is a successor to the ongoing and existing business of Assignor to which The Small Street Journal mark pertains; and;

WHEREAS, Assignee is desirous of acquiring United States Application Serial No. 75/745,432 of The Small Street Journal and the goodwill represented thereby and Assignor desires to transfer the same.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee United States Application Serial No. 75/745,432 of The Small Street Journal together with the goodwill represented thereby.

Assignor agrees to execute and deliver any other documents and take all other actions as Assignee may reasonably request to affect the terms of this Assignment.

Dated:

Marie Hudson Stapleton  
Marie Hudson Stapleton