

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	02/19/2004

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Asset Alternatives, a Division of Wicks Business Information LLC		03/19/2004	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	Dow Jones & Company, Inc.
Street Address:	200 Liberty Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10281
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	2576875	THE CORPORATE VENTURING DIRECTORY & YEARBOOK
Registration Number:	2697116	GALANTE'S VENTURE CAPITAL & PRIVATE EQUITY DIRECTORY
Registration Number:	2673374	THE DIRECTORY OF ALTERNATIVE INVESTMENT PROGRAMS
Registration Number:	2796575	ASSET ALTERNATIVES

CORRESPONDENCE DATA

Fax Number: (646)728-2834
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-596-9000
 Email: tmfilings@fishneave.com
 Correspondent Name: Fish & Neave IP Group, Ropes & Gray LLP
 Address Line 1: 1251 Avenue of the Americas
 Address Line 4: New York, NEW YORK 10020

TRADEMARK

900027675

REEL: 003115 FRAME: 0449

CH \$115.00 2576875

NAME OF SUBMITTER:	Jeffrey D. Parnass
Signature:	/Jeffrey D. Parnass/
Date:	07/01/2005
Total Attachments: 3 source=AssignmentAssettoDJ#page1.tif source=AssignmentAssettoDJ#page2.tif source=AssignmentAssettoDJ#page3.tif	

ASSIGNMENT OF TRADEMARKS, SERVICE MARKS AND TRADE NAMES

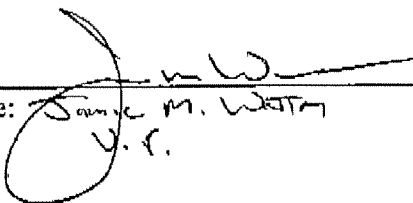
ASSET ALTERNATIVES, A DIVISION OF WICKS BUSINESS INFORMATION LLC, a Delaware limited liability company ("Assignor"), for One Dollar (\$1.00) and other valuable consideration to it in hand paid, receipt of which is hereby acknowledged, by these presents does hereby assign, transfer and convey unto DOW JONES & COMPANY, INC., a Delaware corporation, or its designee ("Assignee"), its successors and assigns, the entire right, title, interest and ownership of Assignor in and to all of the trademarks, service marks and trade names listed on Schedule A annexed hereto, together with any renewals of any of the foregoing, along with any and all claims for past infringement, and the right to initiate suit and obtain damages and other forms of relief, both legal and equitable, arising from infringement, misappropriation or other violation whether prior to or subsequent to the date hereof, of any of such trademarks, service marks and trade names, or any proprietary or other rights in such trademarks, service marks and trade names, together with the good will of the business symbolized by such trademarks, service marks and trade names.

TO HAVE AND TO HOLD the aforementioned properties, assets and rights unto the said Assignee, its successors and assigns, to and for its use forever.

Assignor and Assignee are parties to a certain Agreement of Purchase and Sale, dated as of February 19th, 2004 (the "Agreement"). This Agreement is executed and delivered pursuant to said Agreement.

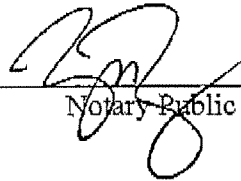
IN WITNESS WHEREOF, Assignor has caused this instrument to be duly executed as of March 19, 2004.

ASSET ALTERNATIVES, A DIVISION OF
WICKS BUSINESS INFORMATION LLC


Name: James M. Wicks
Title: V.P.

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

On this 6th day of December, 2004, before me personally came Jamie Weston, to me known, being by me duly sworn, did depose and say that he resides at 123 W. 74th Street, NY, NY ; and that he is the Vice President and an authorized signatory of Wicks Business Information LLC, the limited liability company described in and which executed the foregoing instrument, and that he executed and delivered said instrument on behalf of said corporation by the authority of the general partner of said company.



Notary Public

ZITA ZENDA
NOTARY PUBLIC-STATE OF NEW YORK
No. 01-ZE6104529
Qualified in New York County
Commission Expires January 20, 2008

Schedule A

<u>Country</u>	<u>Trademark</u>	<u>Reg. No.</u>
USA	The Corporate Venturing Directory and Yearbook	2,576,875
USA	Galante's Venture Capital & Private Equity Directory	2,697,116
USA	The Directory of Alternative Investment Programs	2,673,374
USA	Asset Alternatives	2,796,575

288870.1