

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<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>
Dow Jones & Company, Inc.		06/05/2006	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Dow Jones, L.P.		
<b>Composed Of:</b>	COMPOSED OF Dow Jones Ventures V, Inc., a Delaware corporation, and Dow Jones & Company, Inc., a Delaware corporation		
<b>Doing Business As:</b>	DBA Dow Jones Fulfillment Services		
<b>Street Address:</b>	84 Second Avenue		
<b>City:</b>	Chicopee		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	01020		
<b>Entity Type:</b>	LIMITED PARTNERSHIP: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78626654	PURSUITS THE WALL STREET JOURNAL.	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(646)728-2575		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-596-9000		
<b>Email:</b>	tmfilings@fishneave.com		
<b>Correspondent Name:</b>	Jeffrey D. Parnass		
<b>Address Line 1:</b>	1251 Avenue of the Americas		
<b>Address Line 4:</b>	New York, NEW YORK 10020		
<b>ATTORNEY DOCKET NUMBER:</b>	01090.346		
<b>NAME OF SUBMITTER:</b>	Jeffrey D. Parnass		
<b>Signature:</b>	/Jeffrey D. Parnass/		

CH \$40.00 78626654

Date:

06/06/2006

Total Attachments: 2

source=PursuitTWSJassgn#page1.tif

source=PursuitTWSJassgn#page2.tif

TRADEMARK ASSIGNMENT

WHEREAS, Dow Jones & Company, Inc. ("Assignor"), a Delaware corporation having its principal place of business at 200 Liberty Street, New York, New York 10281, is the owner of all right, title, and interest in and to the trademark PURSUITS THE WALL STREET JOURNAL. and Design, United States Application Serial No. 78/626,654 thereof, and the goodwill represented by said trademark;

WHEREAS, Dow Jones, L.P., doing business as Dow Jones Fulfillment Services ("Assignee"), a limited partnership organized under the laws of Delaware (composed of Dow Jones Ventures V, Inc., a Delaware corporation, and Dow Jones & Company, Inc., a Delaware corporation) having an address at 84 Second Avenue, Chicopee, Massachusetts 01020, wishes to acquire the trademark PURSUITS THE WALL STREET JOURNAL. and Design, United States Application Serial No. 78/626,654 thereof, and the goodwill represented by said trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the trademark PURSUITS THE WALL STREET JOURNAL. and Design, United States Application Serial No. 78/626,654 thereof, and the goodwill represented by said trademark, together with the right to sue for and to collect damages or any other compensation for past infringements, dilution, or misuse of said trademark.

DOW JONES & COMPANY, INC.

Dated: June 5, 2006

By: \_\_\_\_\_

  
Name: Lisa Kelly  
Title: Intellectual Property Specialist  
Dow Jones & Company, Inc.

