

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	04/04/2007

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Kagan Research, LLC		04/04/2007	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

Name:	SNL Financial LC
Street Address:	1 SNL Plaza
Internal Address:	Attn: Daniel Oakey
City:	Charlottesville
State/Country:	VIRGINIA
Postal Code:	22902
Entity Type:	LIMITED LIABILITY COMPANY: VIRGINIA

**PROPERTY NUMBERS Total: 8**

Property Type	Number	Word Mark
Registration Number:	2622417	BROADBAND TECHNOLOGY
Registration Number:	2481447	KAGAN
Registration Number:	2608468	KAGAN WORLD MEDIA
Registration Number:	1980736	KAGAN ON DEMAND
Registration Number:	1078169	THE PAY TV NEWSLETTER
Registration Number:	1075524	BROADCAST INVESTOR
Registration Number:	1058419	PK
Registration Number:	1094688	PK

**CORRESPONDENCE DATA**

Fax Number: (434)974-7600

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

OP \$215.00 2622417

Phone: 4349777424  
Email: dsrooker@earthlink.net  
Correspondent Name: Dennis Rooker  
Address Line 1: 1421 Sagem Pl., Ste. 3  
Address Line 4: Charlottesville, VIRGINIA 229012558

NAME OF SUBMITTER:	Dennis S. Rooker
Signature:	/dsrooker/
Date:	04/09/2007

**Total Attachments: 7**

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## TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Agreement") is entered into as of April 4, 2007 by and among Kagan Research, LLC, a Delaware limited liability company (the "Seller"), and SNL Financial LC, a Virginia limited liability company (the "Purchaser").

### RECITALS

A. The Seller and Purchaser have entered into a certain Asset Purchase Agreement (the "Purchase Agreement") dated as of the date hereof by and among the Seller, JupiterKagan, Inc., a Delaware corporation (the "Parent"), and the Purchaser. Capitalized terms used and not otherwise defined herein shall have the meaning assigned to them in the Purchase Agreement unless the context otherwise requires.

B. Pursuant to the terms of the Purchase Agreement, the Seller has agreed to convey, assign and transfer, and the Purchaser has agreed to acquire certain of Seller's trademarks and service marks pursuant to the Purchase Agreement.

NOW THEREFORE, in consideration of the foregoing, and for other good and valuable consideration as set forth in the Purchase Agreement, the receipt of which is hereby acknowledged by the Seller and Purchaser, the Seller and Purchaser agree as follows:

1. Transfer of Assigned Marks. The Seller hereby conveys, transfers and assigns all of its rights, title and interest whatsoever throughout the world in and to the registered trademarks and service marks set forth in *Exhibit A*, their common law equivalents, and any other of the Seller's common law trademarks and service marks (collectively, the "Assigned Marks"), together with all applications to register the Assigned Marks, and all registrations of the Assigned Marks as set forth in *Exhibit A*, and the goodwill of all business connected with the use of and symbolized by the Assigned Marks, to Purchaser in perpetuity (or for the longest period of time otherwise permitted by law). Included with such transfer and assignment is the right to sue for and obtain damages or other available remedies for all past, present and future infringements of the Assigned Marks. The Seller further transfers and assigns the right to file for and obtain registrations of the Assigned Marks anywhere in the world for the goods and services for which the Assigned Marks are presently used, with the right to base priority on the Seller's first date of use or on any application and/or registration being assigned herein. The Purchaser shall have control over the Assigned Marks, including control over the nature and quality of the goods or services on or in connection with which the mark is used.

The Seller covenants not to use or display the Assigned Marks anywhere in the world except by authorization of the Purchaser, and further covenants not to contest or challenge the validity of the Assigned Marks, any applicable registrations thereof for the goods and services covered by the assigned applications and registrations, any applicable registrations thereof for any other goods and services for which the Assigned Marks are presently used or the ownership of the Assigned Marks by the Purchaser.

2. Further Assurances. The Seller shall execute and deliver, from time to time after the date hereof upon the request of the Purchaser, such further conveyance instruments, and take such further actions, as may be necessary or desirable to evidence more fully the transfer of ownership of the Assigned Marks to the Purchaser.

3. Relationship to Purchase Agreement. To the extent that any conflict exists between any of the terms of this Agreement and the Purchase Agreement, the terms of the Purchase Agreement will prevail.

4. Miscellaneous. This Agreement and the rights and obligations of the parties hereunder shall be governed by and construed in accordance with the laws of the State of Virginia applicable to contracts made and performed therein without regard to the principles of conflicts of law. This Agreement may be executed in counterparts, including facsimile counterparts, each of which shall be deemed an original but both of which, taken together, shall continue one and the same instrument.

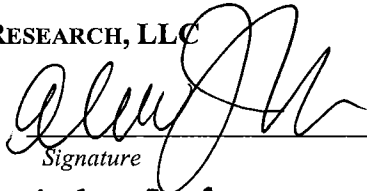
*[Signatures appear on the following page.]*

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by their duly authorized officers as of the date first above written.

KAGAN RESEARCH, LLC

SNL FINANCIAL LC

By

  
Signature

By

\_\_\_\_\_  
Signature

**Andrew Jacobson**  
**Vice President**

\_\_\_\_\_  
Print Name

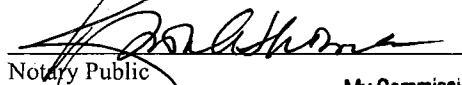
\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

STATE OF VIRGINIA )  
COUNTY OF ARLINGTON )

Personally appeared before me, Andrew Jacobson, to me known and known to me to be the person described and who executed the foregoing instrument and acknowledged the same to be his act and deed in and for the purposes set forth in said instrument this 3 day of April, 2007.

  
Notary Public

**My Commission Expires January 31, 2008**

My Commission Expires: \_\_\_\_\_

STATE OF \_\_\_\_\_ )  
COUNTY OF \_\_\_\_\_ )

Personally appeared before me, \_\_\_\_\_, to me known and known to me to be the person described and who executed the foregoing instrument and acknowledged the same to be his act and deed in and for the purposes set forth in said instrument this \_\_ day of April, 2007.

\_\_\_\_\_  
Notary Public

My Commission Expires: \_\_\_\_\_

[Signature Page to the Trademark Assignment Agreement.]

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by their duly authorized officers as of the date first above written.

**KAGAN RESEARCH, LLC**

**SNL FINANCIAL LC**

By

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

By

Michael A. Chin  
*Signature*

Michael A. Chin  
Print Name

President  
Title

STATE OF \_\_\_\_\_ )  
COUNTY OF \_\_\_\_\_ )

Personally appeared before me, \_\_\_\_\_, to me known and known to me to be the person described and who executed the foregoing instrument and acknowledged the same to be his act and deed in and for the purposes set forth in said instrument this \_\_\_ day of April, 2007.

\_\_\_\_\_  
Notary Public

My Commission Expires: \_\_\_\_\_

STATE OF Virginia )  
COUNTY OF Albemarle )

Personally appeared before me, Michael A. Chin, to me known and known to me to be the person described and who executed the foregoing instrument and acknowledged the same to be his act and deed in and for the purposes set forth in said instrument this 2 day of April, 2007.

Debra S. Howbray  
Notary Public

My Commission Expires: 6-30-2009

[Signature Page to the Domain Name Transfer Agreement.]

**EXHIBIT A**

**REGISTERED TRADEMARKS**

MARK	REG. NUMBER	REG. DATE	SERIAL NUMBER	GOODS
BROADBAND TECHNOLOGY	2622417	September 17, 2002	76049490	<p>IC 016. US 002 005 022 023 029 037 038 050. G &amp; S: PRINTS AND PUBLICATIONS, NAMELY MAGAZINES PERTAINING TO THE CABLE TELEVISION, INTERNET AND TELECOMMUNICATIONS INDUSTRIES.</p> <p>IC 042. US 100 101. G &amp; S: ON-LINE SERVICES, NAMELY, PROVIDING ON-LINE PUBLICATIONS PERTAINING TO THE CABLE TELEVISION, INTERNET AND TELECOMMUNICATIONS INDUSTRIES, BY MEANS OF A GLOBAL COMPUTER NETWORK</p>
KAGAN	2481447	August 28, 2001	75769383	<p>IC 009. US 021 023 026 036 038. G &amp; S: PRE-RECORDED AUDIO TAPES FEATURING INFORMATION IN THE FIELDS OF COMMUNICATIONS, MEDIA, BUSINESS MANGEMENT AND INVESTMENTS.</p> <p>IC 016. US 002 005 022 023 029 037 038 050. G &amp; S: PRINTED PUBLICATIONS, NAMELY, BOOKS, MAGAZINES, NEWSLETTERS, DATA BOOKS AND SPECIAL REPORTS IN THE FIELDS OF COMMUNICATIONS, MEDIA, BUSINESS MANAGEMENT AND INVESTMENTS.</p> <p>IC 035. US 100 101 102. G &amp; S: BUSINESS APPRAISALS IN THE FIELDS OF COMMUNICATIONS, MEDIA, BUSINESS MANAGEMENT AND INVESTMENTS; AND BUSINESS CONSULTATION IN THE FIELDS OF COMMUNICATIONS, MEDIA, BUSINESS MANAGEMENT AND INVESTMENTS.</p> <p>IC 041. US 100 101 107. G &amp; S: ARRANGING AND CONDUCTING SEMINARS AND CONFERENCES DEALING WITH THE FINANCIAL AND ECONOMIC ASPECTS OF THE FIELD OF COMMUNICATIONS, MEDIA, BUSINESS MANAGEMENT AND</p>

MARK	REG. NUMBER	REG. DATE	SERIAL NUMBER	GOODS
				<p>INVESTMENTS.</p> <p>IC 042. US 100 101. G &amp; S: COMPUTER SERVICES, NAMELY, PROVIDING ON-LINE NEWSLETTERS, DATA BOOKS, AND SPECIAL REPORTS IN THE FIELDS OF COMMUNICATIONS, MEDIA, BUSINESS MANAGEMENT AND INVESTMENTS.</p> <p>IC 036. US 100 101 102. G &amp; S: FINANCIAL VALUATION OF BUSINESSES IN THE COMMUNICATIONS, MEDIA, BUSINESS MANAGEMENT AND INVESTMENT FIELDS</p>
KAGAN WORLD MEDIA	2608468	August 20, 2002	75766974	<p>IC 035. US 100 101 102. G &amp; S: BUSINESS APPRAISALS IN THE FIELDS OF COMMUNICATIONS, MEDIA, BUSINESS MANAGEMENT AND INVESTMENTS; AND BUSINESS CONSULTATION IN THE FIELDS OF COMMUNICATIONS, MEDIA, BUSINESS MANAGEMENT AND INVESTMENTS.</p> <p>IC 041. US 100 101 107. G &amp; S: ARRANGING AND CONDUCTING SEMINARS AND CONFERENCES DEALING WITH THE FINANCIAL AND ECONOMIC ASPECTS OF THE FIELD OF COMMUNICATIONS, MEDIA, BUSINESS MANAGEMENT AND INVESTMENTS.</p> <p>IC 042. US 100 101. G &amp; S: COMPUTER SERVICES, NAMELY, PROVIDING ON-LINE NEWSLETTERS, DATA BOOKS, AND SPECIAL REPORTS IN THE FIELDS OF COMMUNICATIONS, MEDIA, BUSINESS MANAGEMENT AND INVESTMENTS.</p> <p>IC 036. US 100 101 102. G &amp; S: FINANCIAL VALUATION OF BUSINESSES IN THE COMMUNICATIONS, MEDIA, BUSINESS MANAGEMENT AND INVESTMENT FIELDS.</p>
KAGAN ON DEMAND	1980736	June 18, 1996	74637195	IC 042. US 100 101. G & S: providing access to a computer database in the fields of



MARK	REG. NUMBER	REG. DATE	SERIAL NUMBER	GOODS
				entertainment, finance, business and communications.
THE PAY TV NEWSLETTER	1078169	November 22, 1997	73110397	IC 016. US 038. G & S: NEWSLETTER DEALING WITH SUBSCRIPTION TELEVISION SERVICES OF ALL TYPES.
BROADCAST INVESTOR	1075524	October 18, 1977	73110394	IC 016. US 038. G & S: NEWSLETTER DEALING WITH INVESTMENTS IN RADIO AND TELEVISION STATIONS.
PK	1058419	February 8, 1977	73088125	IC 016. US 038. G & S: NEWSLETTERS CONTAINING INFORMATION PERTAINING TO THE FIELD OF COMMUNICATIONS.
PK	1094688	June 27, 1978	73088124	IC 035. US 101. G & S: MANAGEMENT CONSULTING SERVICES RENDERED TO THE COMMUNICATIONS INDUSTRY.  IC 036. US 102. G & S: INVESTMENT ADVISORY SERVICES IN THE COMMUNICATIONS FIELD.  IC 041. US 107. G & S: ARRANGING AND CONDUCTING SEMINARS DEALING WITH THE FINANCIAL AND ECONOMIC ASPECTS OF THE RADIO AND TELEVISION BROADCASTING INDUSTRY.