

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hirsch Organization, Inc.		01/13/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	John Wiley & Sons, Inc.		
Street Address:	111 River Street		
Internal Address:	Legal Department		
City:	Hoboken		
State/Country:	NEW JERSEY		
Postal Code:	07030		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2572978	STOCK TRADER'S ALMANAC	
CORRESPONDENCE DATA			
Fax Number:	(201)748-6500		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	201-748-5692		
Email:	jmarting@wiley.com		
Correspondent Name:	John Wiley & Sons, Inc.		
Address Line 1:	111 River Street		
Address Line 2:	Legal Department		
Address Line 4:	Hoboken, NEW JERSEY 07030		
ATTORNEY DOCKET NUMBER:	STOCK TRADER		
NAME OF SUBMITTER:	Peggy Garry		
Signature:	/pg/		

CH \$40.00 2572978

Date:

08/29/2007

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is effective as of January 13, 2006 from Hirsch Organization, Inc., a Delaware corporation, whose office is at 79 Main Street, Suite 3, Nyack, NY 10960 (the "Assignor"), to John Wiley & Sons, Inc., a New York corporation, having an office at 111 River Street, Hoboken, New Jersey 07030 (the "Assignee").

WHEREAS, Assignor owns the trademarks *The Stock Trader's Almanac*, *Almanac Investor* and *Don't Sell Stocks on Monday* (the "Trademarks"); and

WHEREAS, Assignor desires to assign to Assignee all right, title and interest in, to and under such Trademarks throughout the universe and Assignee desires to obtain all right, title and interest in, to and under such Trademarks;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee, its successors and assigns, all right, title and interest in, to and under, throughout the universe, free and clear of all liens, claims, charges, security interests, and other encumbrances, the Trademarks, all registrations and applications therefor, together with the entire goodwill attached to the Trademarks, and Assignor's entire right, title and interest in and to any and all claims and demands it may have, at law or in equity, for any infringement, impairment, distortion, or other unauthorized use or conduct in derogation of the foregoing, prior to the date hereof, including without limitation the right to receive all proceeds and damages therefrom.

The Assignor undertakes and agrees to execute such further documents as may reasonably be required to permit the Assignee to obtain additional registrations and renewals of the Trademarks and the recording of this Trademark Assignment. Assignor hereby irrevocably nominates, constitutes and appoints Assignee as their true and lawful attorney, with full power and authority in Assignee's name or in the name of Assignor, with full power of substitution, to claim, demand payment or collect and enforce all rights, claims, and interests transferred and assigned hereby, and to prosecute the same at law or in equity, and upon complete discharge thereof, to execute and deliver any and all necessary instruments of satisfaction and release, and to execute and deliver in Assignor's names any and all instruments necessary or appropriate to confirm Assignee's rights to the assets set forth herein.

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be duly executed and delivered as of the date indicated above.

HIRSCH ORGANIZATION, INC.

By: _____

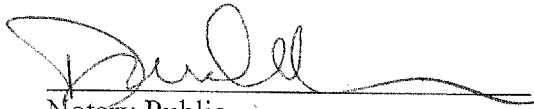
Name: Jeffrey Hirsch

Title: President

TRADEMARK

REEL: 003610 FRAME: 0884

On this 13th day of January 2006, before me personally appeared Jeffrey Hirsch to me personally known, who, being duly sworn, did say that he is an officer of Hirsch Organization, Inc. and that he duly executed the foregoing instrument for and on behalf of Hirsch Organization, Inc., being duly authorized to do so and that he acknowledged said instrument to be the free act and deed of corporation.



Notary Public

DIANE DREGLER
Notary Public, State of New Jersey
ID. No. 2231251
Commission Expires Aug. 27, 2007