

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
Market Connections, Inc.		04/04/2007	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	LTM Publishing, Inc.		
Street Address:	15 Corporate Circle		
City:	Albany		
State/Country:	NEW YORK		
Postal Code:	12203		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3075189	FINANCIAL MATTERS	
Registration Number:	3010186	LET'S TALK MONEY	
CORRESPONDENCE DATA			
Fax Number:	(518)452-5579		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	518-452-5600		
Email:	jm@hrfmlaw.com		
Correspondent Name:	Robert E. Heslin		
Address Line 1:	5 Columbia Circle		
Address Line 4:	Albany, NEW YORK 12203		
ATTORNEY DOCKET NUMBER:	3126.001		
NAME OF SUBMITTER:	Robert E. Heslin		
Signature:	/Robert E. Heslin/		
Date:	08/08/2008		

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ASSIGNMENT


WHEREAS, Market Connections, Inc. (Canada Corporation) the full post office address of whose principal office or place of business is 4950 Yonge Street, Suite 101, Toronto, Ontario, M2N 6K1, is the owner of the trade marks FINANCIAL MATTERS, Registration No. 3,075,189 and LET'S TALK MONEY, Registration No. 3,010,186, and all the goodwill arising therefrom.

AND WHEREAS, LTM Publishing Inc., the full post office address of whose principal office or place of business is 15 Corporate Circle, Albany, New York 12203, has acquired from Market Connections, Inc., the whole right, title, and interest, including goodwill, in and to the trademarks.

NOW THEREFORE, in consideration of the sum of One Dollar, and other good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Market Connections, Inc. hereby sells, assigns and transfers unto LTM Publishing Inc., its successors and assigns, the whole right, title and interest throughout the world in and to the trademarks FINANCIAL MATTERS, Registration No. 3,075,189 and LET'S TALK MONEY, Registration No. 3,010,186, together with the goodwill of any and all business carried on in association with these trademarks, the same to be held by LTM Publishing Inc., as fully and effectually as it would have been held by Market Connections, Inc. had this assignment and sale not taken place.

EXECUTED this ^{1st} day of April, 2007.

Market Connections, Inc.

By 
Daniel Brown, President

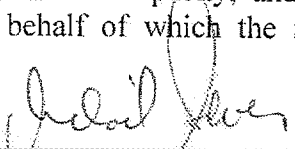
Province of Ontario, Canada

STATE OF)

) ss.:

COUNTY OF)

On the 1st day of April in the year 2007 before me, the undersigned, a Notary Public in and for said State, personally appeared Daniel Brown, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed in the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.


Notary Public