

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
CFO Publishing Corporation		01/07/2010	CORPORATION: MASSACHUSETTS

RECEIVING PARTY DATA

Name:	CFO Publishing Acquisition LLC
Street Address:	51 Sleeper Street
Internal Address:	3rd floor
City:	Boston
State/Country:	MASSACHUSETTS
Postal Code:	02210
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	1387874	CFO
Registration Number:	1721917	CFO
Registration Number:	2397794	CFO
Registration Number:	2636373	CFO
Registration Number:	3391822	CFO PULSE
Registration Number:	2737286	CFO.COM
Registration Number:	2762153	CFO
Registration Number:	2776296	CFO TV
Registration Number:	2725388	CFO EXECUTIVE PROGRAMS
Serial Number:	77009779	CFO RISING
Registration Number:	2840788	CFO RESEARCH SERVICES

CORRESPONDENCE DATA

900151948

**TRADEMARK
 REEL: 004130 FRAME: 0126**

OP \$290.00 1387874

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ATTORNEY DOCKET NUMBER:	S0072.0001
NAME OF SUBMITTER:	Elizabeth Parsons
Signature:	/EP/
Date:	01/12/2010

Total Attachments: 7
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is dated as of January 11, 2010 (this "Assignment") by and between CFO Publishing Corporation, a Massachusetts corporation (the "Assignor") and CFO Publishing Acquisition LLC, a Delaware limited liability company (the "Assignee").

WHEREAS, the said Assignor is the sole and rightful owner of the trademarks, and service marks (collectively referred to as "Marks") set forth in the Schedule attached hereto; and

WHEREAS, pursuant to the Asset Purchase Agreement dated as of January 11, 2010, by and among Assignor, Assignee, The Economist Newspaper Group Incorporated, a Delaware corporation (solely with respect to Sections 6.1, 6.3, 6.10, 6.12, 6.13, 8.4, 8.5, 8.6 and Article VII thereof), The Economist Newspaper Limited, a private company organized under the laws of England and Wales (solely with respect to Sections 6.1, 6.10, 8.4, 8.5 and 8.6 thereof), and CFO Publishing Holdings, Inc., a Delaware corporation (the "Purchase Agreement"), Assignor desires to assign, and Assignee desires to acquire, said Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby sell, assign, transfer and set over, unto the Assignee, its successors, legal representatives and assigns, free and clear of all Liens, except Permitted Liens, the entire right, title and interest in and to the Marks set forth in the Schedule attached hereto, together with the goodwill of the business symbolized by the Marks and the registrations and applications thereof, and all other rights which the Assignor has enjoyed thereunder both in the United States of America and throughout all countries of the world, including any and all rights of recovery based on past and future infringement of said Marks and/or registrations, and the right to seek renewal of such registrations, the same to be held and enjoyed by the Assignee, for its own use and benefit and the use and benefit of its successors, legal representatives and assigns, forever and to the full end of the terms for which any of the aforesaid Marks are registered and any renewals of the terms thereof;

Capitalized terms not otherwise defined herein shall have the meaning assigned to such terms in the Purchase Agreement.

This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, but all of which shall constitute one and the same instrument. Any such executed counterpart may be sent to the other parties by facsimile, "PDF" or other electronic means, and when so executed and delivered shall be deemed an original, and such counterpart(s) together shall constitute only one original.

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Schedule –Marks

A. U.S. Trademark Registrations and Applications Therefor

Country	Trademark	Application Number	Application Date	Registration Number	Registration Date	International Class Goods
US	CFO letters	73-505897	29/10/1984	1387874	25/03/1986	16
US	CFO letters	74-243823	06/02/1992	1721917	06/10/1992	16
US	CFO letters	75/838359	02/11/1999	2397794	24/10/2000	41
US	CFO letters	76/022957	11/04/2000	2636373	15/10/2002	9
US	CFO PULSE words	78/786420	06/01/2006	3391822	04/03/2008	35, 41
US	CFO RISING words	77/009779	28/09/2006			9, 16, 35, 41
US	CFO.COM word	75939115	03/09/2000	2737286	07/15/2003	35
US	CFO word	76023042	04/11/2000	2762153	09/09/2003	35
US	CFO TV word	76257056	05/14/2001	2776296	10/21/2003	9
US	CFO EXECUTIVE PROGRAMS word	76274904	06/22/2001	2725388	06/10/2003	41
US	CFO RESEARCH SERVICES words	76274905	22/06/2001	2840788	11/05/2004	35, 41

B. Foreign Trademark Registrations and Applications Therefor

Country	Trademark	Application Number	Application Date	Registration Number	Registration Date	International Class - Goods
Argentina	CFO letters	2319961	13/12/2000	1876019	12/06/2002	16
Argentina	CFO letters	2319962	13/12/2000	1876020	12/06/2002	35

Argentina	CFO letters	2319963	13/12/2000	1931338	11/06/2003	41
Argentina	CFO letters	2319960	13/12/2000	1876018	12/06/2002	9
Brazil	CFO letters	823527530	24/01/2001	823527530	20/05/2008	16
Brazil	CFO letters	823527549	24/01/2001	823527549	12/12/2006	35
Brazil	CFO letters	823527557	24/01/2001	823527557	12/12/2006	41
Brazil	CFO letters	823527506	24/01/2001	823527506	12/12/2006	9
Canada	CFO letters	1085850	11/12/2000	TMA667850	17/06/2006	
Mexico	CFO letters	463810	19/12/2000	696025	25/04/2001	16
Mexico	CFO letters	463811	19/12/2000	696026	25/04/2001	35
Mexico	CFO letters	464154	20/12/2000	774668	21/01/2003	41
Mexico	CFO letters	463809	19/12/2000	696024	25/04/2001	9
European Union	CFO EUROPE words	698076	02/12/1997	698076	03/05/2000	16, 35, 41
European Union	CFO letters	657908	14/10/1997	657908	10/05/1999	16, 35, 41
Switzerland	CFO EUROPE words	8300/1997	16/10/1997	452124	09/06/1998	16, 35, 41
United Kingdom	CFO letters	2130220	21/04/1997	2130220	21/04/1997	16, 35, 41
China	CFO in chinese characters	3117046	18/03/2002	3117046	21/06/2003	16
China	CFO in chinese characters	3117045	13/12/2002	3117045	14/01/2005	41
China	CFO letters	970078687	30/07/1997	1499591	28/12/2000	41
China	CFO letters	970078685	30/07/1997	1226500	1226500	16

Hong Kong	CFO letters	11050/97	04/08/1997	1999B06308AA	21/04/1997	16, 35, 41
India	CFO letters	765353	31/07/1997	765353	31/07/1997	16
Japan	CFO letters	9-153068	28/08/1997	4346940	24/12/1999	16
Japan	CFO letters	9-153069	28/08/1997	4251978	19/03/1999	35
Japan	CFO letters	9-153070	28/08/1997	4444242	05/01/2001	41
Malaysia	CFO letters	97/12693	06/09/1997	97012693	06/09/1997	16
Malaysia	CFO letters	97/21173	03/12/1997	97021173	03/12/1997	35
Malaysia	CFO letters	97/21174	03/12/1997	97021174	03/12/1997	41
Pakistan	CFO letters	168498	13/01/2001			16
Pakistan	CFO letters	168497	13/01/2001			9
Philippines	CFO letters	4/1997/123602	13/08/1997	4/1997/123602	14/12/2003	16
Philippines	CFO letters	4/1997/123603	13/08/1997	4/1997/123603	21/05/2004	35
Philippines	CFO letters	4/1997/123604	13/08/1997	4/1997/123604	26/06/2003	41
Russian Federation	CFO cyrillic	2007718558	21/06/2007	369336	14/01/2009	9, 16, 35, 41
Russian Federation	CFO letters	2007718559	21/06/2007	369337	14/01/2009	9, 16, 35, 41
Saudi Arabia	CFO letters	69869	12/03/2001	66326	15/12/2002	16
Saudi Arabia	CFO letters	69870	12/03/2001	66327	15/12/2002	35
Saudi Arabia	CFO letters	69871	12/03/2001	66328	15/12/2002	41
Saudi Arabia	CFO letters	69868	12/03/2001	66325	15/12/2002	9

Singapore	CFO letters	10307/97	21/08/1997	T97/10307F	21/04/1997	16
Singapore	CFO letters	10308/97	21/08/1997	T97/10308D	21/04/1997	35
Singapore	CFO letters	10309/97	21/08/1997	T97/10309B	21/04/1997	41
South Africa	CFO letters	2001/00647	15/01/2001	2001/00647	15/01/2001	16
South Africa	CFO letters	2001/00648	15/01/2001	2001/00648	15/01/2001	35
South Africa	CFO letters	2001/00649	15/01/2001	2001/00649	06/12/2007	41
South Africa	CFO letters	2001/00646	15/01/2001	2001/00646	15/01/2001	9
Taiwan	CFO letters	86040881	07/08/1997	817018	16/09/1998	16
Taiwan	CFO letters	86040882	07/08/1997	104617	16/11/1998	35
Taiwan	CFO letters	86040883	07/08/1997	113672	16/08/1999	41
Thailand	CFO letters	347336	22/10/1997	KOR76817	22/10/1997	16

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