

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	06/06/2001

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
SMARTMONEY		06/06/2001	PARTNERSHIP: NEW YORK

**RECEIVING PARTY DATA**

Name:	SMARTMONEY
Composed Of:	COMPOSED OF Hearst SM Partnership, a New York General Partnership, and Dow Jones & Company, Inc. a Delaware Corporation
Street Address:	1755 Broadway
City:	New York
State/Country:	NEW YORK
Postal Code:	10019
Entity Type:	PARTNERSHIP: NEW YORK

**PROPERTY NUMBERS Total: 4**

Property Type	Number	Word Mark
Registration Number:	1419142	SMARTMONEY
Registration Number:	1730322	SMARTMONEY
Registration Number:	2177037	SMARTMONEY
Registration Number:	2559094	SMARTMONEY

**CORRESPONDENCE DATA**

Fax Number: (646)280-2059  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 212-649-2059  
 Email: bfitzpatrick@hearst.com  
 Correspondent Name: Bridgette Fitzpatrick  
 Address Line 1: 300 West 57th St.  
 Address Line 4: New York, NEW YORK 10019

**900156475**

**TRADEMARK  
 REEL: 004162 FRAME: 0608**

**CH \$115.00 1419142**

ATTORNEY DOCKET NUMBER:	SM\$ ASSIGNMENTS
NAME OF SUBMITTER:	Bridgette Fitzpatrick
Signature:	/Bridgette Fitzpatrick/
Date:	03/08/2010
<b>Total Attachments: 9</b> source=SMARTMONEY - Business Certificate#page1.tif source=SMARTMONEY - Business Certificate#page2.tif source=SMARTMONEY - Business Certificate#page3.tif source=SMARTMONEY - Business Certificate#page4.tif source=SMARTMONEY - Business Certificate#page5.tif source=SMARTMONEY - Business Certificate#page6.tif source=SMARTMONEY - Business Certificate#page7.tif source=SMARTMONEY - Business Certificate#page8.tif source=SMARTMONEY - Business Certificate#page9.tif	



# Amended Business Certificate

The undersigned hereby certify that a certificate of doing business under the assumed name

SMARTMONEY

for the conduct of business at 1790 Broadway, New York, New York

was filed in the office of the County Clerk New York County, State of New York, on the  
30 day of MARCH 94 under index number 1828/94B that the  
last amended certificate was filed on the day of in the  
office of the said County Clerk under index number

It is hereby further certified that this amended certificate is made for the purpose of more accurately setting forth the facts recited in the original certificate or the last amended certificate and to set forth the following changes in such facts.\*

The Hearst Corporation is no longer a member of the general partnership. 2329/2001B  
It is being replaced by Hearst SM Partnership, 959 Eighth Avenue, New York, NY 10019.

Dow Jones & Company, Inc., 200 Liberty Street, New York, NY 10281, remains a partner.

COMMUNICATIONS DIVISION  
NEW YORK, N.Y.  
MARCH 23 1994  
JODIE W. KING

In Witness Whereof, the undersigned have this  
made and signed this certificate.

Hearst SM Partnership

Dow Jones & Company, Inc.

by: Hearst Communications, Inc.,

by: Peter G. Skinner, Secretary

by: Jodie W. King, Managing Partner  
Jodie W. King, Secretary

The Hearst Corporation

by: Jodie W. King, Secretary

State of New York, County of

SS.: ACKNOWLEDGMENT RPL309-a (Do not use outside New York State)

On before me, the undersigned, personally appeared

personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is (are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument.

(signature and office of individual taking acknowledgment)

\* Set forth the residence address of each new partner, if any.

State of New York  
County of New York

ss.:

On JUNE 1, 2001 before me, the undersigned,  
personally appeared JODIE W. KING

personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is (are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument.

*(Signature and office of individual taking acknowledgment)*

PETER N. FLEISCHMAN  
Notary Public, State of New York  
No. 4795230  
Qualified in New York County  
Commission Expires Feb. 3, 2002

State of New York  
County of New York

ss.:

On JUNE 5, 2001 before me, the undersigned,  
personally appeared PETER G. SKINNER

personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is (are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument, and that such individual made such appearance before the undersigned in

*(insert city or political subdivision and state or county or other place acknowledgment taken)*

Lisa M. Kelly  
*(Signature and office of individual taking acknowledgment)*

June 5, 2001

INDEX No. 1828/948

**Amended Certificate**

CERTIFIED COPY ISSUE

Fee Paid 47

Dated JUN - 6 2001

County Clerk, N.Y. Co.  
By [Signature]

CERTIFIED COPY ISSUE CONDUCTING BUSINESS UNDER THE NAME OF

Fee Paid 18.00

Dated SEP 23 2001

County Clerk, N.Y. Co.  
By [Signature]

SMARTMONEY

LISA M. KELLY  
NOTARY PUBLIC, State of New York  
TOTAL No. 01KE6034317  
Qualified in New York County  
Commission Expires Dec. 6, 2001  
CONS CASH DATE TIME  
-8459 1000 01 JUN 06 12:57 PM 9-1

JOE LOMBARDO  
3190 CATTY CT  
BETHPAGE NY 11714

PRINT YOUR NAME

PRINT YOUR BUSINESS ADDRESS

(917) 915-0099

PRINT YOUR BUSINESS TELEPHONE NUMBER

THIS RECORD NOT TO BE REMOVED FROM THE COUNTY CLERK'S OFFICE  
FILED BY [Signature]  
INDEXED BY [Signature]

2001 JUN 6 AM 11:33



# Amended Business Certificate

The undersigned hereby certify that a certificate of doing business under the assumed name

SMARTMONEY

for the conduct of business at 1790 Broadway, New York, New York

was filed in the office of the County Clerk, New York County, State of New York, on the  
30th day of March, 1994 under index number 1828/94B; that the  
last amended certificate was filed on the 6th day of June, 2001 in the  
office of the said County Clerk under index number 2329/2001B

It is hereby further certified that this amended certificate is made for the purpose of more accurately setting forth the facts recited in the original certificate or the last amended certificate and to set forth the following changes in such facts:

The address of SMARTMONEY has been changed to 1755 Broadway, New York, NY 10019

The address of Hearst SM Partnership has been changed to 300 West 57th Street, New York, NY 10019

In Witness Whereof, the undersigned have this 16th day of February, 2007 made and signed this certificate.  
Dow Jones & Company, Inc.

By: Joseph A. Stern  
Joseph A. Stern  
Senior Vice President,  
General Counsel and  
Corporate Secretary

Hearst SM Partnership  
By: Hearst Communications, Inc.,  
Managing Partner  
By: Catherine A. Boston  
Catherine A. Boston, Secretary

State of New York, County of New York

SS.: ACKNOWLEDGMENT RPL309-a (Do not use outside New York State)

On Feb. 16, 2007 before me, the undersigned, personally appeared Joseph A. Stern

personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is (are) subscribed to the within instrument and acknowledged to me that he/~~she/they~~ executed the same in his/~~her/their~~ capacity(ies), and that by his/~~her/their~~ signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument.

Cecilia Rodriguez  
(signature and office of individual taking acknowledgment)  
Notary Public, State of New York  
No. X-477625  
Qualified in Cuyahoga County

\* Set forth the residence address of each new partner, if any.

FILED  
COUNTY CLERK  
N.Y. COUNTY

2007 MAR -5 PM 1:29

THIS RECORD NOT TO  
BE REMOVED FROM THE  
COUNTY CLERKS OFFICE

FILED BY *[Signature]*

INDEXED BY *[Signature]*

051

CERTIFIED COPY ISSUE

Fee Paid \$10.00

Dated MAR 05 2007

County Clerk, N.Y. Co.

By *[Signature]*

INDEX No. 1128/11948

# Amended Certificate

# \$100

CONDUCTING BUSINESS UNDER  
THE NAME OF

SMARTMONEY

PRINT YOUR NAME

*Property Research*

PRINT YOUR BUSINESS  
ADDRESS

*139 FULTON STREET  
NY NY 10038*

PRINT YOUR BUSINESS  
TELEPHONE NUMBER

*212 210-9002*

STATE OF NEW YORK  
NOTARY PUBLIC, STATE OF NEW YORK  
NO. 02NO4877910  
QUALIFIED IN QUEENS COUNTY  
COMMISSION EXPIRES NOV. 9, 2010

DANIEL A. NOGGER  
*[Signature]*

personally known to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is (are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that he/she/they executed the same on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument.

On February 15, 2007 before me, the undersigned,  
personally appeared Catherine A. Costello  
State of New York  
County of New York  
ss.:  
State of  
County of

personally known to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is (are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that he/she/they executed the same on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument, and that such individual made such appearance before the undersigned in

personally appeared  
before me, the undersigned,  
ss.:  
State of  
County of

*(insert city or political subdivision and state or county or other place acknowledgment)*

*(signature and office of individual taking acknowledgment)*



# Business Certificate for Partners

The undersigned do hereby certify that they are conducting or transacting business as members of a partnership under the name or designation of **SMARTMONEY**

at 1790 Broadway, New York, New York

in the County of New York, State of New York, and do further certify that the full names of all the persons conducting or transacting such partnership including the full names of all the partners with the residence address of each such person, and the age of any who may be infants, are as follows:

NAME Specify which are infants and state ages.

RESIDENCE

Dow Jones & Company, Inc.  
12103-1949C

200 Liberty Street

New York, New York 10281

The Hearst Corporation  
07493-1965C  
011689-1927C

959 Eighth Avenue

New York, New York 10019

~~WE DO FURTHER CERTIFY THAT WE ARE THE NECESSARY INTEREST XXX~~

~~THE PERSONS OR PERSONS HERETOFORE USING SUCH NAME OR NAMES TO CARRY ON OR CONDUCT OR TRANSACT BUSINESS XX~~

In Witness Whereof, We have this 10th day of March 19 94 made and signed this certificate.

DOM JONES & COMPANY, INC.

By: David E. Moran  
Name: David E. Moran  
Title: Assistant Secretary

THE HEARST CORPORATION

By: Jodie W. King  
Name: Jodie W. King  
Title: Secretary

State of New York, County of

ss:

INDIVIDUAL ACKNOWLEDGMENT

On this \_\_\_\_\_ day of \_\_\_\_\_ 19 \_\_\_\_\_, before me personally appeared

to me known and known to me to be the individual described in, and who executed the foregoing certificate, and he thereupon duly acknowledged to me that he executed the same.

State of New York, County of New York

ss.:

CORPORATE ACKNOWLEDGMENT

On this 11<sup>th</sup> day of March

19 94, before me personally appeared

David E. Moran,

to me known, who being by me duly sworn, did depose and say, that he resides in

that he is the Assistant Secretary of Dow Jones & Company, Inc.,

the corporation described in and which executed the foregoing certificate; that he knows the seal of said corporation; that the seal affixed to said certificate is such corporate seal; that it was so affixed by order of the Board of Directors of said corporation, and that he signed his name thereto by like order.

*Miriam Diamond*  
Notary Public

MIRIAM DIAMOND  
NOTARY PUBLIC, State of New York  
No. 24-4936736  
Qualified in Kings County  
Commission Expires July 25, 1994

INDEX No.

# Certificate of Partners

of

DOW JONES & COMPANY, INC.

and

THE HEARST CORPORATION

CONDUCTING BUSINESS UNDER

THE NAME OF

SMARTMONEY

State of New York, County of

ss.:

INDIVIDUAL ACKNOWLEDGMENT

On this day of

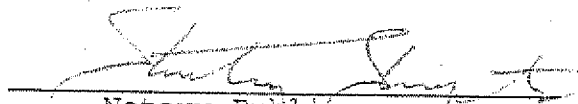
19, before me personally appeared

to me known and known to me to be the individual described in, and who executed the foregoing certificate, and he thereupon duly acknowledged to me that he executed the same.



STATE OF NEW YORK )  
COUNTY OF NEW YORK ) ss.:

On this 16th day of March 1994, before me personally appeared Jodie W. King to me known, who being by me duly sworn, did depose and say, that she resides in 470 Park Avenue, New York, NY 10022 that she is the Secretary of The Hearst Corporation, the corporation described in and which executed the foregoing certificate; that she knows the seal of said corporation; that the seal affixed to said certificate is such corporate seal; that it was so affixed by order of the Board of Directors of said corporation, and that she signed her name thereto by like order.

  
Notary Public  
STANLEY STEMLER  
NOTARY PUBLIC, State of New York  
No. 31-3894264  
Qualified in New York County  
Commission Expires March 30, 1995

24862

FILED

001828 MAR 30 94

COUNTY CLERK'S CO.  
RETURN FILE TO CLERK

005/06

RECEIVED COPY ISSUED  
Fee Paid 20.00

MAR 30 1994  
COUNTY CLERK, N.Y. CO.

BY

DTC

11

ISSUE

16

NOV 25 1990

CO.

BY

Handwritten signature

1 16

CERTIFIED COPY ISSUED

Fee Paid 10.00

SEP 23 1992

Noted  
County Clerk, N.Y. Co.

BY

1120.00

CASH

2:23 PM '94

03/30/94

PRINT YOUR BILL

PRINT YOUR BUSINESS ADDRESS

Miriam Diamond

Jones Jones & Company, Inc.

200 Lehigh Street  
New York, NY 10028

(212) 416-5810

PRINT YOUR BUSINESS PHONE NUMBER

CCPBUSI

SUPREME COURT - STATE OF NEW YORK  
OFFICE OF THE COUNTY CLERK - NEW YORK COUNTY  
BUSINESS REGISTRATION INQUIRY

DATE: 09/10/2007  
TIME: 12:56:52

NAME:

SMARTMONEY	1994	01828	B	19000000	02
SMART MONEY INC	1956	05500	C	19911025	01
SMART MONEY INC	1972	17720	C	19911025	01
SMART MONEY PRODUCTIONS, INC.	1992	08359	C	19920512	01
SMART MOVE INC	1987	18440	C	19911025	01
SMART MOVE LTD	1974	06394	C	19911025	01
SMARTMOVE MANAGEMENT INC.	1994	06082	C	19940330	01
SMART MOVE REALTY DOWNTOWN, INC.	1995	10372	C	19950331	01
SMART MOVE REALTY INC.	1993	10253	C	19930604	01
SMART MOVES TRUCKING	1989	02194	B	19911025	01
SMART MOVES TRUCKING INC	1989	11345	C	19911025	01
SMART MUSIC CORP	1958	07337	C	19911025	01
SMART NAIL	1985	07249	B	19911025	02
SMARTNAMES INC	1987	08077	C	19911025	01
SMART NECKWEAR CO	1900	07738	B	19911025	07

F3=EXIT PrtScn=PRINT F7=BACKWARD F8=FORWARD F12=EXIT MAIN