

**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
SmartMoney		02/28/2010	PARTNERSHIP: NEW YORK

**RECEIVING PARTY DATA**

Name:	Dow Jones & Company, Inc.
Street Address:	1211 Avenue of the Americas
City:	New York
State/Country:	NEW YORK
Postal Code:	10036
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 8**

Property Type	Number	Word Mark
Serial Number:	77828662	SMARTMONEY LIFEPLAN
Serial Number:	77618846	SMARTMONEY REPORT
Registration Number:	3411400	SMARTMONEY MOBILE
Registration Number:	3383644	SMARTMONEY
Registration Number:	2559094	SMARTMONEY
Registration Number:	2177037	SMARTMONEY
Registration Number:	1730322	SMARTMONEY
Registration Number:	1419142	SMARTMONEY

**CORRESPONDENCE DATA**

Fax Number: (617)235-9493  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 212.596.9000  
 Email: trademarks@ropesgray.com  
 Correspondent Name: Susan Progoff  
 Address Line 1: Ropes & Gray LLP

CH \$215.00 77828662

Address Line 2: 1211 Avenue of the Americas  
Address Line 4: New York, NEW YORK 10036-8704

ATTORNEY DOCKET NUMBER:	001090-0478
NAME OF SUBMITTER:	Susan Progoff
Signature:	/Susan Progoff/
Date:	04/28/2010

**Total Attachments: 9**

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## SMARTMONEY TRADEMARK ASSIGNMENT

**THIS SMARTMONEY TRADEMARK ASSIGNMENT** (this "Assignment") is made and entered into as of February 28, 2010 ("Effective Date") by and between SmartMoney (a/k/a Smart Money) ("Assignor"), a New York partnership located at New York, New York, consisting of Hearst SM Partnership ("Hearst") and Dow Jones & Company, Inc., on the one hand, and Dow Jones & Company, Inc., a Delaware corporation, located at 1211 Avenue of the Americas, New York, NY 10036 ("Assignee"), on the other hand.

**WHEREAS**, The parties hereto are parties to that certain Partnership Interest Purchase Agreement, dated February 28, 2010 (the "Purchase Agreement"), pursuant to which, among other things, Dow Jones shall purchase Hearst's 50% interest in SmartMoney and shall become the sole owner of SmartMoney;

**WHEREAS**, pursuant to the Purchase Agreement, Assignor has agreed to sell, convey, assign, and transfer to Assignee, among other assets, (i) all registered and unregistered trademarks, service marks, and trade names, including, without limitation, all statutory and common law rights therein, and all mastheads, corporate names, logos, trade dress, slogans, and publication, column, and product service names, together with all translations, adaptations, derivations, and combinations thereof, as set forth in Schedule A attached hereto, (ii) the goodwill of the business associated therewith, and (iii) all related registrations of and applications therefor (collectively, the "Marks");

**WHEREAS**, Assignor desires to assign and grant to Assignee and Assignee desires to acquire a single, undivided interest in and to the Marks;

**WHEREAS**, Assignee is the successor to Assignor's business, and that business is ongoing and existing; and

**WHEREAS**, pursuant to the Purchase Agreement, Assignor and Assignee have agreed to enter into this Assignment.

**NOW, THEREFORE**, in consideration of the premises and mutual covenants contained herein, and for other good and valuable consideration, the receipt, adequacy, and legal sufficiency of which are hereby acknowledged, the parties do hereby agree as follows:

For One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably sells, conveys, assigns, transfers, delivers, and sets over to Assignee, exclusive ownership of and all right, title, and interest in and to the Marks, in the United States and in all other countries, including, without limitation, all common law rights therein, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States or of any other country, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all goodwill associated therewith (including the entire business portion thereof to which the Marks pertain as required by 15 U.S.C. § 1060 with

respect to the Marks that are the subject of intent-to-use applications in the United States), and income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all causes of action, rights of recovery, and claims for damages by reason of past, present, or future infringement or other unauthorized use of the Marks, with the right to sue for damages, and collect the same, for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns, or other legal representatives.

Assignor hereby requests the Commissioner of Patents and Trademarks and the corresponding entities or agencies in any other applicable countries, to record Assignee as the assignee and owner of the Marks.

In the event that any further actions are necessary or desirable to carry out and effectuate the purposes of this Assignment, each party shall take such further actions (including the execution and delivery of such further instruments and documents and causing related entities to take such further actions) as the other party may reasonably request, including the execution by Assignor of any and all additional documents required by the and by the United States Patent and Trademark Office and corresponding entities or agencies in any other applicable countries, to record Assignee as the assignee and owner of the Marks.

If any provision of this Assignment is found invalid or unenforceable, in whole or in part, the remaining provisions and partially enforceable provisions will, nevertheless, be binding and enforceable.

This Assignment shall be binding upon and inure to the benefit of the parties named herein and their respective heirs, successors, and permitted assigns.

This Assignment may be executed in one or more counterparts, each of which when executed shall be deemed to be an original but all of which taken together shall constitute one and the same agreement. Delivery of an executed counterpart of a signature page to this Assignment by facsimile or portable document format (.pdf) shall be as effective as delivery of a manually executed counterpart of this Assignment.

This Assignment, and all claims or causes of action (whether in contract or tort) that may be based upon, arise out of, or relate to this Assignment or the negotiation, execution or performance of this Assignment, shall in all respects be interpreted, governed by, and construed in accordance with, the Laws of the State of New York, including, but not limited to, all matters of construction, validity and performance, in each case without reference to any conflict of Law rules that might lead to the application of the Laws of any other jurisdiction.

\* \* \* \* \*

*[Signature Page Follows]*

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

SMARTMONEY

\_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

DOW JONES & COMPANY, INC.

\_\_\_\_\_

Name: Todd H. Larsen

Title: President

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

SMARTMONEY

  
\_\_\_\_\_

Name: Andrew Seibert

Title: President/Publisher

DOW JONES & COMPANY, INC.

\_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

NOTARIZATION

State of New York )  
County of Suffolk ) ss:

On this 1<sup>st</sup> day of March, 2010, before me appeared Andrew Seibert, who is  
President of SmartMoney, the person who signed this instrument, who acknowledged  
that he or she signed it as a free act on behalf of the identified corporation with authority to do so.

Renneth E. Coen  
Notary Public

KENNETH E. COEN, Notary Public  
Suffolk County, New York  
Suffolk County  
Suffolk County  
March 23, 2010

SmartMoney Registered Trademarks

Country	Trademark	Class	Reg. No.	Appl. No.	Pub. No.	Pub. Date	Reg. No.	Appl. No.	Pub. No.	Pub. Date	Class
United Kingdom	SMARTMONEY	35	2417	2417	2417	2417	2417	2417	2417	2417	Class 35 Int. PROVIDING ACCESS TO AN INTERACTIVE COMPUTER DATABASE IN THE FIELD OF INVESTMENT, BUSINESS AND FINANCIAL NEWS AND INFORMATION BY MEANS OF A GLOBAL COMPUTER NETWORK, PROVIDING ACCESS TO COMPUTER BULLETIN BOARDS AND ELECTRONIC BULLETIN BOARDS IN THE FIELD OF INVESTMENT, BUSINESS AND FINANCIAL NEWS AND INFORMATION.

PROVIDING ACCESS TO AN INTERACTIVE COMPUTER DATABASE IN THE FIELD OF INVESTMENT, BUSINESS AND FINANCIAL NEWS AND INFORMATION BY MEANS OF A GLOBAL COMPUTER NETWORK, PROVIDING ACCESS TO COMPUTER BULLETIN BOARDS AND ELECTRONIC BULLETIN BOARDS IN THE FIELD OF INVESTMENT, BUSINESS AND FINANCIAL NEWS AND INFORMATION.

US	40 (K) DIMENSIONS	SMARTMONEY	2803	744213091	871793	14926115	30995	59015	75010	75010	Class 16 NEWSLETTERS ISSUED QUARTERLY OR AT OTHER INTERVALS ON THE SUBJECT OF BASIC INVESTMENT PRINCIPLES & RETIREMENT SAVINGS PLANS
US	FINANCIAL DIMENSIONS	SMARTMONEY	5361	744213496	222895	1694746	820594	820616	820616	820616	Class 16 NEWSLETTERS ISSUED QUARTERLY OR AT OTHER INTERVALS ON THE SUBJECT OF BASIC INVESTMENT PRINCIPLES AND RETIREMENT SAVINGS PLANS
US	SMARTMONEY	SMARTMONEY a New York Partnership composed of The Hearst Corporation, and Dow Jones & Company, Inc. both Delaware corporations	2661	73422783	66643	1419142	112086	172716	172716	172716	Class 16 MAGAZINE DEALING WITH FINANCIAL INVESTMENTS AND RELATED ISSUES
US	SMARTMONEY	SMARTMONEY a New York Partnership composed of The Hearst Corporation, and Dow Jones & Company, Inc. both Delaware corporations	3524	744144328	172094	170032	115092	118372	118372	118372	Class 16 MAGAZINE DEALING WITH BUSINESS AND FINANCIAL MATTERS
US	SMARTMONEY	SMARTMONEY a New York Partnership composed of The Hearst Corporation, and Dow Jones & Company, Inc. both Delaware corporations	3230	74457444	45594	3176037	72498	72498	72498	72498	Class 42 PROVIDING ACCESS TO AN INTERACTIVE COMPUTER DATABASE IN THE FIELD OF INVESTMENT, BUSINESS AND FINANCIAL NEWS AND INFORMATION FOR THE ADULT INVESTOR
US	SMARTMONEY	SMARTMONEY a New York Partnership composed of The Hearst Corporation, and Dow Jones & Company, Inc. both Delaware corporations	3688SUPP	75170438	161997	2556094	49602	49612	49612	49612	Class 41 TELEVISION BROADCASTING SERVICES



SmartMoney Registered Trademarks

Country	Trademark	Owner	Serial No.	Class	File Date	Pub. Date	Reg. Date	Term	Comments
US	SMARTMONEY	SMARTMONEY a New York Partnership	8316	35	7/27/90	3/8/94	2/11/94	Class: 35 Computer software for providing investments, business and financial news and information via the globe to reporter network, via local computer networks, and for use on personal computers, excluding programs designed for academic use for students.	

US	SMARTMONEY MOBILE	SMARTMONEY a New York Partnership composed of Hearst Communications, Inc. and Dew Bond & Company, Inc. both Delaware corporations.	9074	38	3/7/93	3/11/94	4/11/94	Class: 38 COMMUNICATIONS BY MOBILE PHONES, ELECTRONIC DATA TRANSMISSION, WIRELESS COMMUNICATIONS SERVICES, NAMELY, TRANSMISSION OF GRAPHS TO MOBILE TELEPHONES.	
Venezuela	SMARTMONEY	SMARTMONEY	2475	16	3/6/93	9/7/93	5/1/93	Class: 16 PERIODICALS, MAGAZINES, BOOKS AND PRINTED MATTER	
Venezuela	SMARTMONEY	SMARTMONEY	7363	9	17/33-2860	8/7/91	8/27/91	Class: 9 COMPUTER PROGRAMS.	
Venezuela	SMARTMONEY	SMARTMONEY	7364	43	3774-90	9/28/91	6/26/92	Class: 43 PROVIDING ACCESS TO AN INTERACTIVE COMPUTER DATABASE IN THE FIELD OF INVESTMENT, BUSINESS AND FINANCIAL NEWS AND INFORMATION BY MEANS OF A GLOBAL COMPUTER NETWORK, PROVIDING ACCESS TO COMPUTER BULLETIN BOARDS AND ELECTRONIC BULLETIN BOARDS IN THE FIELDS OF INVESTMENT, BUSINESS AND FINANCIAL NEWS AND INFORMATION.	
Viet Nam	SMARTMONEY	SMARTMONEY	6098	16	38167	4/29/98	32110	4/19/99	Class: 16 MAGAZINE DEALING WITH INVESTMENT INFORMATION
Viet Nam	SMARTMONEY	SMARTMONEY	8978	41	49996	3/6/00	45416	3/4/03	Class: 41 A TELEVISION PROGRAM OR SEGMENT OF A TELEVISION PROGRAM
Viet Nam	SMARTMONEY	SMARTMONEY	8978	9	49996	3/6/00	45416	3/4/03	Class: 9 COMPUTER PROGRAMS
				42					Class: 42 PROVIDING ACCESS TO AN INTERACTIVE COMPUTER DATABASE IN THE FIELD OF INVESTMENT, BUSINESS AND FINANCIAL NEWS AND INFORMATION BY MEANS OF A GLOBAL COMPUTER NETWORK, PROVIDING ACCESS TO COMPUTER BULLETIN BOARDS AND ELECTRONIC BULLETIN BOARDS IN THE FIELD OF INVESTMENT, BUSINESS AND FINANCIAL NEWS AND INFORMATION.

SmartMoney Pending Applications

Country	Trademark	Owner	Design	Class	Date	Class	Description
Saudi Arabia	SMARTMONEY		9101	200709002	5/2/07	423/09	Class : 42 Int. COMPUTER, COMPUTER SOFTWARE AND INFORMATION TECHNOLOGY CONSULTANCY SERVICES; COMPUTER SERVICES, NAMELY, DESIGNING AND IMPLEMENTING WEB PAGES WITH STREAMING MEDIA VIDEO AND AUDIO CONTENT FOR OTHERS; DESIGN AND DEVELOPMENT OF MULTIMEDIA PRODUCTS, ESPECIALLY STREAMING MEDIA, DESIGN OF COMPUTER SOFTWARE, DESIGN, DRAWING AND COMMISSIONED WRITING, ALL FOR THE COMPLETION OF WEB PAGES ON THE INTERNET; DEVELOPMENT OF INTERACTIVE MULTIMEDIA SOFTWARE; WEB PAGE DESIGN SERVICES; WEBSITE DEVELOPMENT SERVICES; PROVIDING INTERNET WEB BASE APPLICATION SERVICES.
Thailand	SMARTMONEY	SMARTMONEY	8043	662978	6/4/07		Class : 09 Int. Electronic publications and information provided on-line from databases or the internet, downloadable electronic publications, sound and video recordings, films and video files, magnetic media for carrying information, computer software
Thailand	SMARTMONEY	SMARTMONEY	9161	662970	6/4/07		Class : 35 Int. Advertising, publicity and promotional services; business and financial advertising, advertising services for the promotion of e-commerce; advertising services provided via the internet; provision of advertising space by electronic means
Thailand	SMARTMONEY	SMARTMONEY	9162	662971	6/4/07		Class : 36 Int. Financial and investment information services provided by electronic means as well as in print, in particular online from a computer database or via the internet; financial investment information; stocks and shares information services; subscriber based information services in the field of finance, investments and insurance; financial services and affairs; monetary affairs
Thailand	SMARTMONEY	SMARTMONEY	9163	662972	6/4/07		Class : 38 Int. Collection and supply of news; electronic news agency services; transmission of news; broadcasting and transmission of information by electronic means; communications services, namely, transmitting sound and audio-visual recordings via the internet; streaming of audio and video material on the internet; streaming of video and audiovisual material containing business and financial news; advertising and information video content on the internet; streaming of client commissioned video content on the internet, in particular via a client's website or a co-branded website; streaming of audio, video and audiovisual business and financial news, advertising and information content; dissemination and transmission of visual images, audio information, graphics, data and other information using telecommunications apparatus; electronic media or the internet; dissemination and transmission of video content incorporating advertising; business and financial news and information via the internet, especially to subscribers and website visitors; providing access to an interactive computer database in the field of investment, business and financial news and information by means of a global computer network; providing access to computer bulletin boards and electronic bulletin boards in the field of investment, business and financial news and information; broadcasting services.
Thailand	SMARTMONEY	SMARTMONEY	9104	662973	6/4/07		Class : 41 Int. Provision of news information; news syndication reporting; news reporting services; news programming services for transmission across the internet; transmission television, radio or the internet and pod casts; syndication of business and financial news and information video content; providing online electronic publications; production of video and audio recordings; production of video and audio streaming media; production of streaming media with business and financial advertising, news and information, video content
United Arab Emirates	SMARTMONEY		9111	96204	6/18/07		Class : 41 Int. PROVISION OF NEWS INFORMATION; NEWS SYNDICATION REPORTING, NEWS REPORTING SERVICES; NEWS PROGRAMMING SERVICES FOR TRANSMISSION ACROSS THE INTERNET; TRANSMISSION TELEVISION, RADIO OR THE INTERNET AND PODCASTS; SYNDICATION OF BUSINESS AND FINANCIAL NEWS AND INFORMATION VIDEO CONTENT; PROVIDING ONLINE ELECTRONIC PUBLICATIONS; PRODUCTION OF VIDEO AND AUDIO RECORDINGS; PRODUCTION OF VIDEO AND AUDIO STREAMING MEDIA; PRODUCTION OF STREAMING MEDIA WITH BUSINESS AND FINANCIAL ADVERTISING, NEWS AND INFORMATION VIDEO CONTENT.
US	SMARTMONEY LIFEPLAN	SMARTMONEY & General Partnership composed of Hearst SM Partnership, a New York Partnership and Dew Jones & Company, Inc., a Delaware Corporation	10025	77828, 662	9/17/09		Class : 36 Int. Providing an interactive website with information in the field of estate planning, financial information, insurance coverage, and real estate information

TRADEMARK

SmartMoney Pending Applications

Country	Trademark	Owner	Class	App. No.	Filing Date	Pub. No.	Class	Description
US	SMARTMONEY REPORT	SMARTMONEY a General Partnership composed of Hearst SM Partnership, a New York Partnership composed of Hearst Communications, Inc. and Hearst Business Communications, Inc. both Delaware Corporations, and Dow Jones & Company, Inc., a Delaware Corporation	9159	77618,846	11/20/06	5,700,09	Class: 16 Newspapers in the field of business and financial matters	
Venezuela	SMARTMONEY	SMARTMONEY	9141	12222-2007	5/29/07	9/3/09	Class: 09 Int. ELECTRONIC PUBLICATIONS AND INFORMATION PROVIDED ON-LINE FROM DATABASES OR THE INTERNET; DOWNLOADABLE ELECTRONIC PUBLICATIONS; SOUND AND VIDEO RECORDINGS; FILMS AND VIDEO FILMS; MAGNETIC MEDIA FOR CARRYING INFORMATION; COMPUTER SOFTWARE FOR PROVIDING INVESTMENT, BUSINESS AND FINANCIAL NEWS AND INFORMATION; VIA GLOBAL COMPUTER NETWORKS, VIA LOCAL COMPUTER NETWORKS, THE INTERNET AND FOR USE ON PERSONAL COMPUTERS, NOTEBOOKS, MOBILE PHONES, PDAS, AND WIRELESS COMMUNICATION DEVICES; COMPUTER PROGRAMS AND COMPUTER SOFTWARE	
Venezuela	SMARTMONEY	SMARTMONEY	9142	12223-2007	5/29/07	6/17/09	Class: 16 Int. PRINTED MATTER, BOOKS, PERIODICALS, MAGAZINES AND NEWSLETTERS, MAGAZINE DEALING WITH BUSINESS, FINANCIAL INVESTMENTS AND FINANCIAL MATTERS	
Venezuela	SMARTMONEY	SMARTMONEY	9143	12224-2007	5/29/07	9/3/09	Class: 35 Int. ADVERTISING, PUBLICITY AND PROMOTIONAL SERVICES; BUSINESS AND FINANCIAL ADVERTISING; ADVERTISING SERVICES FOR THE PROMOTION OF E-COMMERCE; ADVERTISING SERVICES PROVIDED VIA THE INTERNET; PROVISION OF ADVERTISING SPACE BY ELECTRONIC MEANS AND GLOBAL INFORMATION NETWORKS; BUSINESS AND COMMERCIAL INFORMATION, IN PARTICULAR, PROVIDED ONLINE FROM A COMPUTER DATABASE, A GLOBAL COMPUTER NETWORK OR VIA THE INTERNET; ELECTRONIC COMMERCE SERVICES, NAMELY PROVIDING INFORMATION VIA TELECOMMUNICATION NETWORKS FOR ADVERTISING AND SALES PURPOSES; ADVERTISING VIA ELECTRONIC MEDIA AND SPECIFICALLY THE INTERNET; DISSEMINATION OF ADVERTISING FOR OTHERS, ESPECIALLY VIA THE INTERNET; PROMOTION, ADVERTISING AND MARKETING OF ON-LINE WEBSITES	
Venezuela	SMARTMONEY	SMARTMONEY	9144	12225-2007	5/29/07	9/3/09	Class: 36 Int. FINANCIAL AND INVESTMENT INFORMATION SERVICES PROVIDED BY ELECTRONIC MEANS AS WELL AS IN PRINT, IN PARTICULAR ONLINE FROM A COMPUTER DATABASE OR VIA THE INTERNET; FINANCIAL INVESTMENT INFORMATION; STOCKS AND SHARES INFORMATION SERVICES; SUBSCRIBER BASED INFORMATION SERVICES IN THE FIELD OF FINANCE, INVESTMENTS AND INSURANCE; FINANCIAL SERVICES AND AFFAIRS; MONETARY AFFAIRS	