

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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: 2			
Property Type	Number	Word Mark	
Registration Number:	1893613	401(K) DIMENSIONS	
Registration Number:	1994746	FINANCIAL DIMENSIONS	
CORRESPONDENCE DATA			
Fax Number:	(617)235-9493		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212.596.9000		
Email:	trademarks@ropesgray.com		
Correspondent Name:	Susan Progoff		
Address Line 1:	Ropes & Gray LLP		
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/		

CH \$65.00 1893613

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**TRADEMARK
 REEL: 004216 FRAME: 0647**

Date:

06/02/2010

Total Attachments: 6

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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.

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[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 1st 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
Notary Public, No. 23, 2010

SmartMoney Registered Trademarks

Country	Trademark	Class	Registered No.	Appl. No.	Pub. No.	Pub. Date	Reg. No.	Reg. Date	Class
United Kingdom	SMARTMONEY	35	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.

US	40 (K) DIMENSIONS	SMARTMONEY	2803	744213091	811493	14926115	30995	59015	Class 16 NEWSLETTERS ISSUED QUARTERLY OR AT OTHER INTERVALS ON THE SUBJECT OF BASIC INVESTMENT PRINCIPLES & RETIREMENT SAVINGS PLANS
US	FINANCIAL DIMENSIONS	SMARTMONEY	5361	744239496	222895	1694746	820591	820619	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	734227283	66643	1419142	112286	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	744134328	172904	170032	115992	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	81594	3178037	724098	728418	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	751704338	1619997	2556094	49602	47612	Class 41 TELEVISION BROADCASTING SERVICES
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