

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	02/28/2010		
CONVEYING PARTY DATA			
	Name	Formerly	Entity Type
	SmartMoney		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: 1			
	Property Type	Number	Word Mark
Registration Number:	2027699	DIMENSION FINANCIERA	
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:	Erica M. Fischer		
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 (94050)		
NAME OF SUBMITTER:	Erica M. Fischer		
Signature:	/Erica M. Fischer/		

CH \$40.00 2027699

900172349

TRADEMARK
REEL: 004284 FRAME: 0101

Date:

09/23/2010

Total Attachments: 5

source=20100923_94050_Assignment_Deed#page1.tif

source=20100923_94050_Assignment_Deed#page2.tif

source=20100923_94050_Assignment_Deed#page3.tif

source=20100923_94050_Assignment_Deed#page4.tif

source=20100923_94050_Assignment_Deed#page5.tif

SMARTMONEY NUNC PRO TUNC TRADEMARK ASSIGNMENT

THIS SMARTMONEY NUNC PRO TUNC TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into *nunc pro tunc* 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 purchased Hearst's 50% interest in SmartMoney and became the sole owner of SmartMoney;

WHEREAS, pursuant to the Purchase Agreement, Assignor has agreed to sell, convey, assign, and transfer to Assignee the trademark registration there set forth in Schedule A attached hereto along with the goodwill symbolized thereby (the "Mark");

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

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 confirms that it has sold, conveyed, assigned, transferred, delivered, and set over to Assignee, exclusive ownership of and all right, title, and interest in and to the Mark, 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, 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 Mark, 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 Mark.

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 Mark.

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.

SMARTMONEY

Andrew Seibert

Name: Andrew Seibert

Title: President / Publisher

DOW JONES & COMPANY, INC.

James W. Marrett

Name: James W. Marrett

Title: SUPA Desk (con)

(over)

NOTARIZATION

State of New York)
County of New York) ss:

On this 20 day of September, 2010, before me appeared Andrew Seibert, the person who signed this instrument, who acknowledged that he signed it as a free act with authority to do so.

Cecilia Rodriguez
Notary Public

CECILIA RODRIGUEZ
NOTARY PUBLIC, STATE OF NEW YORK
NO. 4871625
QUALIFIED IN QUEENS COUNTY
COMMISSION EXPIRES SEPTEMBER 16, 2014

Schedule A

DIMENSIÓN FINANCIERA

U.S. Registration No. 2,027,699