

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Dow Jones & Company, Inc.		12/20/2010	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Dow Jones Trademark Holdings LLC		
<b>Street Address:</b>	1211 Avenue of the Americas		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10036		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	0568401	DOW JONES NEWS SERVICE	
<b>Registration Number:</b>	2242000	DOW JONES MONEY REPORT	
<b>Registration Number:</b>	2341224	DJ DAY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(617)235-9493		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212.596.9000		
<b>Email:</b>	trademarks@ropesgray.com		
<b>Correspondent Name:</b>	Susan Progoff		
<b>Address Line 1:</b>	Ropes & Gray LLP		
<b>Address Line 2:</b>	1211 Avenue of the Americas		
<b>Address Line 4:</b>	New York, NEW YORK 10036-8704		
<b>ATTORNEY DOCKET NUMBER:</b>	001090-0469		
<b>NAME OF SUBMITTER:</b>	Susan Progoff		

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**TRADEMARK**  
 REEL: 004438 FRAME: 0420

Signature:	/Susan Progoff/
Date:	12/21/2010
Total Attachments: 5 source=TM Assignment (dated 12-20-10)#page1.tif source=TM Assignment (dated 12-20-10)#page2.tif source=TM Assignment (dated 12-20-10)#page3.tif source=TM Assignment (dated 12-20-10)#page4.tif source=TM Assignment (dated 12-20-10)#page5.tif	

## TRADEMARK ASSIGNMENT

**THIS TRADEMARK ASSIGNMENT** (this "Assignment") is made and entered into as of December 20, 2010 ("Effective Date") by and between Dow Jones & Company, Inc. ("Assignor"), a Delaware corporation, located at 1211 Avenue of the Americas, New York, NY 10036, and Dow Jones Trademark Holdings LLC ("Assignee"), a Delaware limited liability company, located at 1211 Avenue of the Americas, New York, NY 10036.

**WHEREAS**, Assignor desires to assign and grant to Assignee and Assignee desires to acquire a single, undivided interest in and to the trademarks listed on the attached Exhibit A, the registrations thereof, the common law rights therein, and the goodwill represented thereby (the "Marks");

**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, 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, 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 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 to record Assignee as the assignee and owner of the Marks.

Assignor agrees to execute any and all additional documents and to take any further actions required by the Commissioner of Patents and Trademarks to record Assignee as the assignee and owner of the Marks.

Assignor shall, and shall cause its affiliates to, take all further actions, and provide to Assignee, Assignee's successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all instruments, affidavits, declarations, oaths, samples, exhibits, specimens, assignments, powers of attorney or other documentation), reasonably requested by Assignee to more fully and effectively effectuate the purposes of this Assignment, including, without limitation, with respect to the following: (1) the preparation and prosecution of any application for registration, or any application for renewal of a registration, relating to any of the rights assigned herein; (2) the prosecution or defense of any

interference, opposition, cancellation, infringement or other proceedings that may arise in connection with any of the rights assigned herein, including, without limitation, testifying as to any facts relating to the Marks and this Assignment; and (3) obtaining any additional trademark protection relating to rights assigned herein that Assignee reasonably may deem appropriate that may be secured under the laws now or hereafter in effect in the United States.

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.

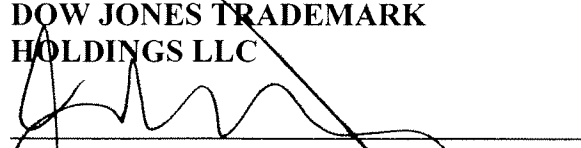
**DOW JONES & COMPANY, INC.**



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James W. Marcovitz  
Senior Vice President Deputy General Counsel

**DOW JONES TRADEMARK  
HOLDINGS LLC**



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James W. Marcovitz  
Manager

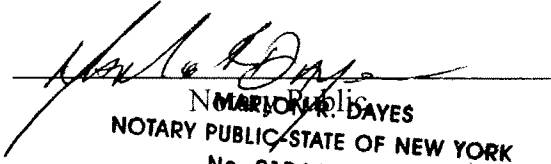
**EXHIBIT A**

<b>MARK</b>	<b>COUNTRY</b>	<b>REGISTRATION NO.</b>
DJ DAY	United States	2,341,224
DOW JONES NEWS SERVICE	United States	568,401
DOW JONES MONEY REPORT	United States	2,242,000

NOTARIZATION

State of New York )  
County of New York ) SS:

On this 20 day of December, 2010, before me appeared JAMES W. UNICASTE who is Senior Vice President and Deputy General Counsel of Dow Jones & Company, Inc., 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.

  
MARION R. DAVES  
NOTARY PUBLIC - STATE OF NEW YORK  
No. 01DA6203444  
Qualified in Kings County  
My Commission Expires April 06, 2013