

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	09/04/2008		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Entity Type		
	The Winner's Circle LLC		09/27/2010
		LIMITED LIABILITY COMPANY: FLORIDA	
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:	2879536	THE WINNER'S CIRCLE
	Registration Number:	3128879	THE WINNER'S CIRCLE
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:	001090-0438		
NAME OF SUBMITTER:	Susan Progoff		

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TRADEMARK
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Signature:	/Susan Progoff/
Date:	01/07/2011
Total Attachments: 5 source=20110107_Trademark_Assignment#page1.tif source=20110107_Trademark_Assignment#page2.tif source=20110107_Trademark_Assignment#page3.tif source=20110107_Trademark_Assignment#page4.tif source=20110107_Trademark_Assignment#page5.tif	

UNITED STATES TRADEMARK ASSIGNMENT

This Trademark Assignment is made and entered into as of September 4, 2008, by and between THE WINNER'S CIRCLE LLC ("Assignor"), a Florida limited liability company and DOW JONES & COMPANY, INC., a Delaware corporation ("Assignee") (collectively referred to as the "Parties").

WHEREAS, pursuant to the Asset Purchase Agreement between the Parties of even date herewith (the "Agreement"), the Assignor has assigned all right, title and interest in the Marks (as defined by reference therein), including any and all trademarks, service marks, and certification marks listed on the attached Schedule 1, and all goodwill of any business associated and connected therewith or symbolized thereby (collectively referred to as the "Marks"); and

WHEREAS, pursuant to the Agreement, the Assignee has acquired all right, title and interest in and to the Marks, and the Parties wish to record such acquisition in the U.S. Patent and Trademark Office; and

NOW, THEREFORE, for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby agree as follows:

1. Pursuant to the terms agreed upon in the Agreement, which is incorporated by reference as if fully set forth herein, the Assignor hereby assigns to the Assignee all of Assignor's right, title and interest in and to the Marks including all proceeds therefrom and the right to bring an action at law or in equity for any infringement, dilution or violation of any of the Marks occurring prior to the date hereof, and to collect all damages, settlements and proceeds relating to the Marks, *nunc pro tunc*, effective as of September 4, 2008.

2. Pursuant to the terms agreed upon in the Agreement and notwithstanding anything to the contrary contained herein, the Marks shall not include any service mark, certification mark, or trademark application that would be deemed invalidated, canceled or abandoned due to the contribution, assignment and/or conveyance of the Marks hereunder, including without limitation all United States trademark, service mark, or certification mark applications that are based on an intent-to-use, unless and until such time that the contribution, assignment and/or conveyance will not cause the invalidation, cancellation or abandonment of such trademark, service mark, or certification mark application.

3. This Trademark Assignment may be executed simultaneously in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

4. This Trademark Assignment is subject to all the terms and conditions of the Agreement. The Parties intend that this Trademark Assignment is for recordation purposes only and its terms shall not modify the applicable terms and conditions of the Agreement, which govern the Parties' rights and interests in the Marks.

United States Trademark Assignment
Assignor: The Winner's Circle LLC
to Assignee:
Dow Jones & Company, Inc.

TRADEMARK
REEL: 004448 FRAME: 0957

Schedule 1

Mark	Status	Registration No.	Registration Date
THE WINNER'S CIRCLE	Registered	2,879,536	August 31, 2004
THE WINNER'S CIRCLE	Registered	3,128,879	August 15, 2006

Schedule to United States Trademarks Assignment
Assignor: The Winner's Circle LLC
to Assignee:
Dow Jones & Company, Inc.

TRADEMARK
REEL: 004448 FRAME: 0958

IN WITNESS WHEREOF, the undersigned has caused this Trademark Assignment to be duly executed and delivered as of the date first written above.

ASSIGNOR:

THE WINNER'S CIRCLE LLC

By: *RJ Shook* 9/27/10
Name: R.J. Shook
SELLER

ASSIGNEE:

DOW JONES & COMPANY, INC.

By: *Bradley Rolston*
Name: Bradley Rolston
Title: VP & Assoc. GC

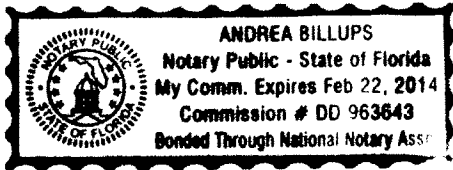
Signature Page to United States Trademark Assignment
Assignor: The Winner's Circle LLC
to Assignee:
Dow Jones & Company, Inc.

TRADEMARK
REEL: 004448 FRAME: 0959

STATE OF Florida)
COUNTY OF Palm Beach) ss.

On this 27 day of September 2010, before me, the undersigned, a Notary Public in and for the State of Florida, duly commissioned and sworn, personally appeared Robert Shook, to me known to be the Seller of THE WINNER'S CIRCLE LLC the limited liability company that executed the within and foregoing instrument, and acknowledged said instrument to be free and voluntary deed of said limited liability company for the uses and the purposes therein mentioned, and on oath stated that he was authorized to execute said instrument.

Andrea Billups
(Signature of Notary)



Andrea Billups
(Legibly Print or Stamp Name of Notary)

Notary public in and for the State of Florida,
residing at 1010 SW 46th Ave. Pompano Beach FL 33069
My appointment expires 2/22/14

Acting in the County of: Palm Beach

Notary Page to United States Trademark Assignment
Assignor: The Winner's Circle LLC
to Assignee:
Dow Jones & Company, Inc.

TRADEMARK
REEL: 004448 FRAME: 0960

STATE OF)
) ss.
COUNTY OF)

On this 3rd day of Nov. 2010, before me, the undersigned, a Notary Public in and for the State of New York, duly commissioned and sworn, personally appeared Bradley Rolston, to me known to be the VP & Assoc. GC of DOW JONES & COMPANY, INC. the corporation that executed the within and foregoing instrument, and acknowledged said instrument to be free and voluntary deed of said corporation for the uses and the purposes therein mentioned, and on oath stated that he was authorized to execute said instrument.

Cecilia Rodriguez
(Signature of Notary)

Cecilia Rodriguez
(Legibly Print or Stamp Name of Notary)

Notary public in and for the State of _____

residing at _____ **CECILIA RODRIGUEZ**
NOTARY PUBLIC, STATE OF NEW YORK

My appointment expires _____ **NO. 4971625**
QUALIFIED IN QUEENS COUNTY
COMMISSION EXPIRES SEPTEMBER 10, 2014

Acting in the County of: _____

Notary Page to United States Trademark Assignment
Assignor: The Winner's Circle LLC
to Assignee:
Dow Jones & Company, Inc.