

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
Forbes Inc.		07/25/2011	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Forbes Management Co. Inc.		
Street Address:	60 Fifth Avenue		
Internal Address:	Forbes Building		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10011		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1000756	SOCIAL REGISTER	
Registration Number:	0627876	SR	
CORRESPONDENCE DATA			
Fax Number:	(973)451-8511		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	tmdocket@riker.com		
Correspondent Name:	Robert J. Schoenberg		
Address Line 1:	Riker Danzig Scherer Hyland & Perretti		
Address Line 2:	1 Speedwell Avenue		
Address Line 4:	Morristown, NEW JERSEY 07960		
ATTORNEY DOCKET NUMBER:	15370-3		
NAME OF SUBMITTER:	Robert J. Schoenberg		
Signature:	/s/ R.J. Schoenberg		

CH \$65.00 1000756

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TRADEMARK
 REEL: 004590 FRAME: 0209

Date:

07/25/2011

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

WHEREAS, FORBES INC., a corporation of the State of New York, with offices located at 60 Fifth Avenue, New York 10011 (hereinafter the "Assignor"), has adopted and used in its business in the United States and foreign countries, or used through a related party or licensee, the registered trademarks identified in Schedule "A" attached hereto (collectively, "Marks"); and

WHEREAS, FORBES MANAGEMENT CO. INC., a corporation of the State of New York, with offices located at 60 Fifth Avenue, New York, New York 10011 (hereinafter the "Assignee"), is desirous of acquiring said Marks and the attendant goodwill symbolized by the Marks for use in connection with its ongoing and existing business;

NOW, THEREFORE, in consideration of and exchange for the sum of Ten Dollars (\$10.00 USD) and other good and valuable consideration, the receipt of which is hereby acknowledged, the parties agree as follows:

1. Assignor does hereby irrevocably sell, assign, transfer and deliver to Assignee, its successors and assigns, its entire right, title and interest in and to the Marks, including any applications to register, registrations and any renewals thereof, and all goodwill symbolized by and associated with the portion of Assignor's business conducted under said Marks, whether such use is or has been pursuant to license, sublicense, agreement or permission, all income, royalties, judgments and payments now or hereafter due to Assignor or payable in respect to said Marks, and in and to all causes of action, either in law or equity, for past, present or future infringement or misuse of, harm to or interference with the Marks which have been or could be asserted by Assignor. Assignor agrees to execute all papers and to perform such other proper acts as Assignee may deem necessary to secure for it or its designee the rights herein assigned.

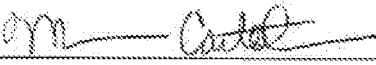
2. This Agreement, together with all Schedules attached hereto, constitutes the entire understanding of the parties with respect to the subject matter hereof and supersedes all prior agreements, proposals or representations, written or oral, between the parties relating to the subject matter of this Agreement.

3. This Agreement shall be governed by and construed in accordance with the laws of the State of New York, without regard to its conflict of laws principles

IN WITNESS WHEREOF, the Assignor has caused this Agreement to be signed and become effective as of July 25th 2011.


Assignor:

FORBES INC.

By: 
MariaRosa Cartolano
Assistant General Counsel

Assignee:

FORBES MANAGEMENT CO. INC.

By: 
MariaRosa Cartolano
Assistant General Counsel

SCHEDULE A
(U.S. Registered Marks)

<u>Mark</u>	<u>Class</u>	<u>Reg. Date</u>	<u>Reg. #</u>	<u>Serial #</u>
Social Register	16	12/31/74	1,000,756	72/449,920
SR and design	16	05/29/56	627,876	71/694,923