

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 Media LLC		01/17/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Forbes LLC		
Street Address:	60 Fifth Avneue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10011		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4022706	FMX	
Registration Number:	4031451	FORBES MEDIA EXTENSION	
CORRESPONDENCE DATA			
Fax Number:	(973)451-8604		
Phone:	972-451-8511		
Email:	tmdocket@riker.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Robert J. Schoenberg		
Address Line 1:	1 Speedwell Avenue		
Address Line 2:	Riker Danzig Scherer Hyland & Perretti L		
Address Line 4:	Morristown, NEW JERSEY 07962		
ATTORNEY DOCKET NUMBER:	15370/3 FMX/FORBES MEDIA		
NAME OF SUBMITTER:	Robert J. Schoenberg		

CH \$65.00 4022706

Signature:	/R.J. Schoenberg/
Date:	01/25/2012
Total Attachments: 2 source=Forbes Media Assignment#page1.tif source=Forbes Media Assignment#page2.tif	

ASSIGNMENT OF TRADEMARKS

WHEREAS, FORBES MEDIA LLC, a limited liability company organized under the laws of the State of Delaware, 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, certain common law and registered trademarks, including but not limited to the trademarks identified in Schedule "A" attached hereto (collectively, "Marks"); and

WHEREAS, FORBES LLC, a limited liability company organized under the laws of the State of Delaware, with offices located at 60 Fifth Avenue, New York 10011 (hereinafter the "Assignee"), is the successor to that portion of Assignor's business to which the Marks pertain and 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 January 17, 2012.

Assignor: **FORBES MEDIA LLC**

Assignee: **FORBES LLC**

By: 
MariaRosa Cartolano
Assistant General Counsel

By: 
MariaRosa Cartolano
Assistant General Counsel

SCHEDULE A
(U.S. Registered Marks)

<u>Mark</u>	<u>Classes</u>	<u>Reg. Date</u>	<u>Reg. #</u>	<u>Serial #</u>
FMX	35	09/06/2011	4,022,706	85/241,517
FORBES MEDIA EXTENSION	35	09/27/2011	4,031,451	85/241,503