

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Conversion and Change of Name

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Institutional Investor, Inc.		02/15/2011	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Institutional Investor LLC
Street Address:	225 Park Avenue South
Internal Address:	6th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10003
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 58

Property Type	Number	Word Mark
Registration Number:	4259347	SECURITIZATION INTELLIGENCE
Registration Number:	4259346	MONEY MANAGEMENT INTELLIGENCE
Registration Number:	4247560	COMPLIANCE INTELLIGENCE
Registration Number:	4243736	FUND INDUSTRY INTELLIGENCE
Registration Number:	4243735	DERIVATIVES INTELLIGENCE
Registration Number:	4243732	FUND DIRECTOR INTELLIGENCE
Registration Number:	4243731	FOUNDATION & ENDOWMENT INTELLIGENCE
Registration Number:	4242799	POWER INTELLIGENCE
Registration Number:	4215082	REAL ESTATE FINANCE INTELLIGENCE
Registration Number:	4174687	THE JOURNAL OF INVESTING
Registration Number:	4174686	THE JOURNAL OF DERIVATIVES
Registration Number:	4174685	THE JOURNAL OF WEALTH MANAGEMENT
Registration Number:	4174683	THE JOURNAL OF FIXED INCOME

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Registration Number:	4174682	THE JOURNAL OF PORTFOLIO MANAGEMENT
Registration Number:	4174656	THE JOURNAL OF ALTERNATIVE INVESTMENTS
Registration Number:	4174654	THE JOURNAL OF PRIVATE EQUITY
Registration Number:	4156564	IISEARCHES
Registration Number:	4140457	REAL ESTATE FINANCE & INVESTMENT
Registration Number:	4134238	GLOBAL MONEY MANAGEMENT
Registration Number:	4134237	POWER FINANCE & RISK
Registration Number:	4134236	MONEY MANAGEMENT LETTER
Registration Number:	4134235	FOUNDATION & ENDOWMENT MONEY MANAGEMENT
Registration Number:	4133030	INSTITUTIONAL INVESTOR INTELLIGENCE
Registration Number:	4021651	AR
Registration Number:	4010433	TOTAL SECURITIZATION
Registration Number:	4001352	AR ABSOLUTE RETURN + ALPHA
Registration Number:	3155356	THE JOURNAL OF TRADING
Registration Number:	3269613	DEFINED CONTRIBUTION & SAVINGS PLAN ALERT
Registration Number:	2982440	THE JOURNAL OF STRUCTURED FINANCE
Registration Number:	3871683	JOURNAL OF INDEX INVESTING
Registration Number:	3861391	INSTITUTIONAL INVESTOR ALPHA HEDGE
Registration Number:	3503906	ALPHA
Registration Number:	2490337	ALL-AMERICA RESEARCH TEAM
Registration Number:	2493693	THE JOURNAL OF WEALTH MANAGEMENT
Registration Number:	2344160	THE JOURNAL OF ALTERNATIVE INVESTMENTS
Registration Number:	2143745	THE JOURNAL OF PRIVATE EQUITY
Registration Number:	1760824	THE JOURNAL OF INVESTING
Registration Number:	1747072	FUND DIRECTIONS
Registration Number:	1782105	DERIVATIVES WEEK
Registration Number:	1667623	FUND ACTION
Registration Number:	1963600	THE JOURNAL OF PROJECT FINANCE
Registration Number:	1944789	COMPLIANCE REPORTER
Registration Number:	1889505	LEARNING CURVE
Registration Number:	1994354	MAR
Registration Number:	1859313	DEFINED CONTRIBUTION NEWS
Registration Number:	1805622	THE JOURNAL OF DERIVATIVES
Registration Number:	1756784	THE JOURNAL OF PORTFOLIO MANAGEMENT
Registration Number:	1814582	THE JOURNAL OF FIXED INCOME

TRADEMARK

REEL: 004970 FRAME: 0875

	1595305	INSTITUTIONAL INVESTOR
Serial Number:	85741136	THE JOURNAL OF RETIREMENT
Serial Number:	85817660	FUND DIRECTIONS
Serial Number:	85286424	SECURITIZATION INTELLIGENCE
Serial Number:	85286417	MONEY MANAGEMENT INTELLIGENCE
Serial Number:	85286395	COMPLIANCE INTELLIGENCE
Serial Number:	85286399	FOUNDATION & ENDOWMENT INTELLIGENCE
Serial Number:	85286415	FUND INDUSTRY INTELLIGENCE
Serial Number:	85286413	FUND DIRECTOR INTELLIGENCE
Serial Number:	85286380	DERIVATIVES INTELLIGENCE

CORRESPONDENCE DATA

Fax Number: 2129746924

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: (212) 468-4823

Email: jkatz@dglaw.com

Correspondent Name: Jeffrey C. Katz

Address Line 1: 1740 Broadway

Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER:	006623-0003-000 (AGN JAC)
NAME OF SUBMITTER:	Jeffrey C. Katz
Signature:	/Jeffrey C. Katz/
Date:	03/04/2013

Total Attachments: 2

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Delaware

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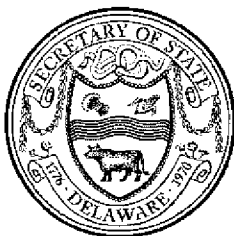
The First State


I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "INSTITUTIONAL INVESTOR, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "INSTITUTIONAL INVESTOR, INC." TO "INSTITUTIONAL INVESTOR LLC", FILED IN THIS OFFICE ON THE FIFTEENTH DAY OF FEBRUARY, A.D. 2011, AT 4:47 O'CLOCK P.M.

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110162075

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8563802

DATE: 02-16-11

TRADEMARK
REEL: 004970 FRAME: 0877

STATE OF DELAWARE CERTIFICATE OF CONVERSION FROM A
CORPORATION TO A LIMITED LIABILITY COMPANY PURSUANT TO
SECTION 18-214 OF THE LIMITED LIABILITY ACT

- 1.) The jurisdiction where the Corporation first formed is: Delaware.
- 2.) The jurisdiction immediately prior to filing this Certificate is: Delaware.
- 3.) The date the corporation first formed is: July 2, 1974.
- 4.) The name of the Corporation immediately prior to filing this Certificate is:
Institutional Investor, Inc.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of
Formation is:
Institutional Investor LLC

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the
15th day of February, 2011.

By: Steve Weiss
President and Authorized Person

Name: Steve Weiss
Print or Type