

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM335951

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	01/01/2015		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NC Transaction, Inc.		03/23/2015	CORPORATION: DELAWARE
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: 1			
Property Type	Number	Word Mark	
Serial Number:	86094429	NEWSMART	
CORRESPONDENCE DATA			
Fax Number:	2129537201		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212.415.9200		
Email:	ny.trademark@dorsey.com		
Correspondent Name:	Susan Progoff		
Address Line 1:	Dorsey & Whitney LLP		
Address Line 2:	51 West 52nd Street		
Address Line 4:	New York, NEW YORK 10019-6119		
ATTORNEY DOCKET NUMBER:	481749-00124		
NAME OF SUBMITTER:	Susan Progoff		
SIGNATURE:	/sp/		
DATE SIGNED:	03/23/2015		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into *nunc pro tunc* as of January 1, 2015 ("Effective Date") by and between NC Transaction, Inc., a Delaware corporation located at 1211 Avenue of the Americas, New York, NY 10036 ("Assignor"), on the one hand, and Dow Jones & Company, Inc., a Delaware corporation, located at 1211 Avenue of the Americas, New York, NY 10036 ("Assignee"), on the other hand.

WHEREAS, Assignor desires to sell, convey, assign, and transfer to Assignee, and Assignee desires to acquire, all of Assignor's right, title and interest in and to the registered and unregistered trademark NEWSMART, including, but not limited to, the trademark registrations and applications set forth in Schedule A attached hereto, together with the goodwill of the business symbolized thereby (collectively, the "Marks"); and

WHEREAS, Assignee is the successor to Assignor's business to which the Marks pertain, and that business is ongoing and existing.

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:

Assignor hereby irrevocably sells, conveys, assigns, transfers, delivers, and sets over to Assignee, all of Assignor's right, title, and interest in and to the Marks, in the United States and in all other countries, including, without limitation, all common law rights therein, any registrations and applications therefor, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns, licensees 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 (including the entire business portion thereof to which the Marks pertain as required by 15 U.S.C. § 1060 with respect to the Marks that are the subject of intent-to-use applications in the United States), and all causes of action, rights of recovery, and 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.

Assignor hereby requests the Commissioner of Patents and Trademarks and the corresponding entities or agencies in any other applicable countries, to record Assignee as the assignee and owner of the Marks.

In the event that any further actions are necessary or desirable to carry out and effectuate the purposes of this Assignment, each party shall take such further actions as the other party may reasonably request to record Assignee as the assignee and owner of the Marks.

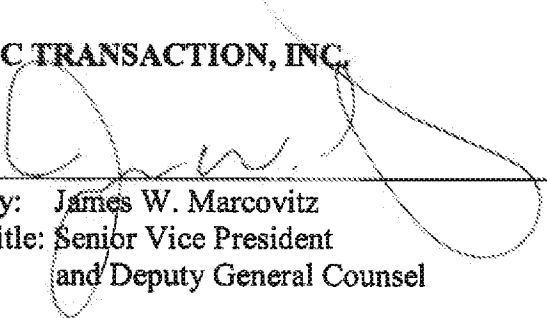
If any provision of this Assignment is found invalid or unenforceable, in whole or in part, the remaining provisions and partially enforceable provisions will, nevertheless, be binding and enforceable.

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.

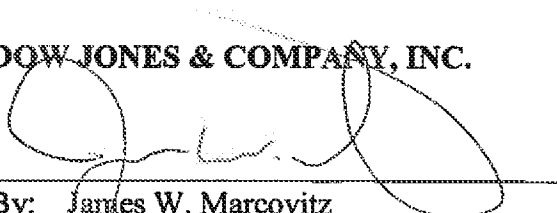
IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

NC TRANSACTION, INC.



By: James W. Marcovitz
Title: Senior Vice President
and Deputy General Counsel

DOW JONES & COMPANY, INC.



By: James W. Marcovitz
Title: Senior Vice President
and Deputy General Counsel

Schedule A

Country	Mark	App No.	Filing Date	Reg. No.	Reg. Date	Classes
Brazil	NEWSMART	840684304	10/21/2013			9
Brazil	NEWSMART	840684312	10/21/2013			41
Mexico	NEWSMART	1426725	10/28/2013	1433285	2/11/2014	41
USA	NEWSMART	86/094,429	10/17/2013			9, 41

