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Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings

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J.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): 11-5-01 Hearst Business Communications, Inc. Individual(s) Association General Partnership Limited Partnership Corporation-State Delaware Other Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies) Name: Hearst SM Partnership (composed of Hearst Communications, Inc. and Hearst Business Communications, Inc) Street Address: 959 Eighth Avenue City: New York State: NY Zip: 10019 Individual(s) citizenship Association General Partnership (New York) Limited Partnership Corporation-State Other If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance: Assignment Merger Security Agreement Change of Name Other Execution Date: October 30, 2001

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 1,893,613 2,027,699 1,994,746 2,063,305 Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Christine F. Benton Internal Address: Clifford Chance Rogers & Wells LLP Street Address: 200 Park Avenue City: New York State: NY Zip: 10166

6. Total number of applications and registrations involved: 4 7. Total fee (37 CFR 3.41): \$ 115 Enclosed Authorized to be charged to deposit account 8. Deposit account number: 18-1843 (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Christine F. Benton Name of Person Signing C.F. Benton Signature Nov. 5, 2001 Date

Total number of pages including cover sheet, attachments, and document: 3

12/11/2001 TBIAZ1 00000077 181843 1899613 01 FC:481 02 FC:482 40.00 CH 75.00 CH

Documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK REEL: 002406 FRAME: 0777

TRADEMARK ASSIGNMENT

WHEREAS, Hearst Business Communications, Inc., a Delaware corporation, having a place of business at 959 Eighth Avenue, New York, New York 10019 ("Assignor"), and Hearst SM Partnership, a New York General Partnership, composed of Hearst Communications, Inc. (a Delaware corporation, having a place of business at 959 Eighth Avenue, New York, New York 10019) and Hearst Business Communications, Inc. (a Delaware corporation, having a place of business at 959 Eighth Avenue, New York, New York 10019), having a place of business at 959 Eighth Avenue, New York, New York 10019 ("Assignee") entered into an agreement dated March 19, 1999 ("Contribution Agreement"), for the transfer of certain assets from Hearst Business Communications, Inc. to Hearst SM Partnership, including the following trademarks and registrations: "401(K) DIMENSIONS," Registration No. 1,893,613, "DIMENSIÓN FINANCIERA," Registration No. 2,027,699, "RETIREMENT DIMENSIONS," Registration No. 2,063,305, and "FINANCIAL DIMENSION," Registration No. 1,994,746. ("Marks and Registrations");

WHEREAS, Hearst Business Communications, Inc. and Hearst SM Partnership, herein wish to confirm the assignment of the Marks and Registrations pursuant to the Contribution Agreement;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for valuable and legally sufficient consideration, the receipt and legal sufficiency of which are hereby acknowledged, the Assignor has sold, assigned, and transferred, and by these presents does sell, assign, and transfer to the Assignee, the Assignor's entire right, title and interest in and to the Marks, including but not limited to the Registrations, and including the right to make claims for and bring actions for infringements of the Marks occurring prior to or after the date of this Assignment (and to retain and enjoy any damages or other relief resulting therefrom), together with that part of the goodwill of the Assignor's business connected with and symbolized by the Marks.

IN TESTIMONY WHEREOF, the Assignor has caused this Assignment of the Marks to be executed by its authorized representative, and to be effective as of March 19, 1999.

HEARST BUSINESS COMMUNICATIONS, INC.

Date: October 30, 2001

By: Richard P. Malloch
Richard P. Malloch, President

STATE OF NEW YORK)
) ss:
COUNTY OF NEW YORK)

CERTIFICATE OF ACKNOWLEDGEMENT

I, Daniel A. Nooger, a Notary Public, in and for the County and State aforesaid, do hereby certify that Richard P. Malloch, known to me to be the President of Hearst Business Communications, Inc., appeared before me this day, in person, and acknowledged that he signed, sealed and delivered the foregoing instrument on behalf of Hearst Business Communications, Inc. as his free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this 30th day of October, 2001.

Daniel A. Nooger
Notary Public

My Commission Expires:

**DANIEL A. NOOGER
NOTARY PUBLIC, State of New York
No. 02NO4877910
QUALIFIED IN NEW YORK COUNTY
COMMISSION EXPIRES NOV. 3, 2002**

NYA 381042.2

RECORDED: 11/05/2001

TRADEMARK
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