

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM506341

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Institutional Investor, LLC		01/17/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Pageant Media Limited		
Street Address:	One London Wall		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	EC2Y 5EA		
Entity Type:	Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Registration Number:	4174656	THE JOURNAL OF ALTERNATIVE INVESTMENTS	
Registration Number:	4174682	THE JOURNAL OF PORTFOLIO MANAGEMENT	
Registration Number:	4174683	THE JOURNAL OF FIXED INCOME	
Registration Number:	1814582	THE JOURNAL OF FIXED INCOME	
Registration Number:	4174685	THE JOURNAL OF WEALTH MANAGEMENT	
Registration Number:	2493693	THE JOURNAL OF WEALTH MANAGEMENT	
Registration Number:	4174686	THE JOURNAL OF DERIVATIVES	
Registration Number:	4174687	THE JOURNAL OF INVESTING	
Registration Number:	4174654	THE JOURNAL OF PRIVATE EQUITY	
Registration Number:	2143745	THE JOURNAL OF PRIVATE EQUITY	
Registration Number:	4416173	THE JOURNAL OF RETIREMENT	
Registration Number:	2982440	THE JOURNAL OF STRUCTURED FINANCE	
Registration Number:	3155356	THE JOURNAL OF TRADING	
Registration Number:	3871683	JOURNAL OF INDEX INVESTING	
CORRESPONDENCE DATA			
Fax Number:	2124684888		
<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>			

CH \$365.00 4174656

Phone: 2124684800
Email: jkatz@dglaw.com, jharris@dglaw.com, tsuhay@dglaw.com
Correspondent Name: Jeffrey C. Katz, Davis & Gilbert LLP
Address Line 1: 1740 Broadway
Address Line 4: New York, NEW YORK 10019

NAME OF SUBMITTER: Jeffrey C. Katz

SIGNATURE: /Jeffrey C. Katz/

DATE SIGNED: 01/17/2019

Total Attachments: 2

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Schedule A

Mark	Country	REGISTRATION NUMBER	REGISTRATION DATE
THE JOURNAL OF ALTERNATIVE INVESTMENTS	U.S.	4174656	7/17/2012
THE JOURNAL OF PORTFOLIO MANAGEMENT	U.S.	4174682	7/17/2012
THE JOURNAL OF FIXED INCOME	U.S.	4174683	7/17/2012
THE JOURNAL OF FIXED INCOME	U.S.	1814582	12/28/1993
THE JOURNAL OF WEALTH MANAGEMENT	U.S.	4174685	7/17/2012
THE JOURNAL OF WEALTH MANAGEMENT	U.S.	2493693	9/25/2001
THE JOURNAL OF DERIVATIVES	U.S.	4174686	7/17/2012
THE JOURNAL OF INVESTING	U.S.	4174687	7/17/2012
THE JOURNAL OF PRIVATE EQUITY	U.S.	4174654	7/17/2012
THE JOURNAL OF PRIVATE EQUITY	U.S.	2143745	3/10/1998
THE JOURNAL OF RETIREMENT	U.S.	4416173	10/08/2013
JOURNAL OF INDEX INVESTING	U.S.	3871683	11/02/2010
THE JOURNAL OF STRUCTURED FINANCE	U.S.	2982440	8/02/2005
THE JOURNAL OF TRADING	U.S.	3155356	10/10/2006
PRACTICAL APPLICATIONS	U.S.	Unregistered	Unregistered

ASSIGNMENT

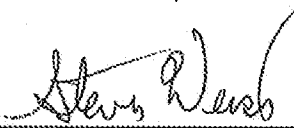
WHEREAS, Institutional Investor, LLC, a Delaware limited liability company (the "Assignor"), is the owner of the marks set forth on Schedule A (the "Marks") and the corresponding United States Patent and Trademark Office registrations thereof, and

WHEREAS, Pageant Media Limited, a United Kingdom company, with an address of One London Wall, London, EC2Y 5EA, United Kingdom (the "Assignee"), is desirous of acquiring said Marks and said registrations thereof.

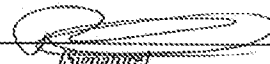
THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said Marks, together with the goodwill of the business symbolized by the Marks, and the registrations thereof set forth on Schedule A, and all rights to damages or profits, due or accrued, arising out of past infringement of said Marks or injury to said goodwill, and the right to sue for and recover the same in Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed effective as of January 17, 2019.

Institutional Investor, LLC

By: 
[Signature]
STEVEN WEISS
[Signatory's Name]
CEO
[Signatory's Title]

Pageant Media Limited

By: 
[Signature]
PHILO TOOK
[Signatory's Name]
CEO
[Signatory's Title]