

03-05-2003

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Form PTO-1594 (Rev. 03/01)



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

OMB No. 0651-0027 (exp. 5/31/2002)

Tab settings

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

1. Name of conveying party(ies):

Forbes Management Co. Inc.

- Individual(s) Association
General Partnership Limited Partnership
Corporation-State
Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment Merger
Security Agreement Change of Name
Other

Execution Date: January 30, 2003

2. Name and address of receiving party(ies)

Name: Forbes Inc.

Internal Address:

Street Address: 60 Fifth Avenue

City: New York State: NY Zip: 10011

- Individual(s) citizenship
Association
General Partnership
Limited Partnership
Corporation-State New York
Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) 75-763688 and others

B. Trademark Registration No.(s) 627,876 and others

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Robert J. Schoenberg, Esq.

Internal Address:

Riker Danzig Scherer Hyland & Perretti LLP

Street Address: Headquarters Plaza

1 Speedwell Avenue, PO Box 1981

City: Morristown State: NJ Zip: 07962-1981

6. Total number of applications and registrations involved:

42

7. Total fee (37 CFR 3.41) \$ 1,065.00

- Enclosed
Authorized to be charged to deposit account

8. Deposit account number:

50-0444

DO NOT USE THIS SPACE

9. Signature.

Robert J. Schoenberg, Esq.

Name of Person Signing

Signature

March 4, 2003

Date

6

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

03/06/2003 T01A21 00000021 75763688

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

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1025.00 OP

TRADEMARK REEL: 002683 FRAME: 0720

Attachment To Trademark Recordation Cover Sheet

<u>Mark</u>	<u>Reg. #</u>	<u>(Assignment Entered By PTO)</u>
SR and Design	627,876	
Social Register	1,000,756	
Capitalist Tool	1,125,852	
Forbes	1,141,299	
Capitalist Tool	1,182,946	
Capitalist Cookies	1,296,628	
Special Situation Survey	1,605,541	
Special Situation Survey	1,605,943	
Forbes FYI	1,648,532	
Forbes FYI and design	1,696,041	
Fact And Comment	1,772,664	
Forbes ASAP	1,818,464	
No Guts. No Story.	1,887,395	
Capitalist Cool	1,915,343	
Forbes ASAP	1,916,308	
Forbes FYI	1,916,309	
Forbes	1,919,483	
Capitalist Tool	2,069,974	
Forbes Capitalist Tool	2,069,975	
Forbes	2,128,371	
The Good Life	2,144,602	
Forbes Digital Tool	2,199,126	
Capitalist Tool	2,211,513	
Forbes Forty	2,214,415	
Forbes CFO Forum	2,231,339	
Forbes Global	2,235,928	
Forbes CEO Forum	2,273,242	
Forbes Tech 101	2,337,621	
Imperial Egg Collection	2,394,434	
Forbesfinder	2,400,194	
Forbes Global	2,469,334	
British Living & Style	2,473,210	
Forbes 40 Index	2,474,223	
Commtech Index	2,532,909	
Forbes Forty	2,532,910	
Never Settle	2,595,300	
Forbes Signature and design	2,639,538	

Attachment To  
Trademark Recordation Cover Sheet (cont'd)

<u>Mark</u>	<u>Application Serial No.</u>	(Assignment Entered By PTO)
Forbes.Com	75/763,688	
Forbes.Com	76/042,216	
Never Settle	76/094,371	
Forbes	76/347,252	
Forbes Select	76/347,253	

ASSIGNMENT OF TRADEMARKS

WHEREAS, FORBES MANAGEMENT CO. INC., a corporation of the State of New York, with offices located at 60 Fifth Avenue, New York 10011 (hereinafter the "Assignor"), has adopted and used in its business or used through a related party, the trademarks identified in Schedule "A" attached hereto (hereinafter the "Marks"); and

WHEREAS, FORBES INC., a corporation of the State of New York (hereinafter the "Assignee"), with offices located at 60 Fifth Avenue, New York 10011, 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 based on the Marks which have been or could be asserted by Assignor.

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.

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be signed and become effective as of January 30, 2003.

Assignor: FORBES MANAGEMENT CO. INC. Assignee: FORBES INC.

By: [Signature]  
Name: Sean P. Hegarty

By: [Signature]  
Name: Terrence O'Connor

Title: Executive Vice President and Chief Financial Officer

Title: Senior Vice President- General Counsel

**SCHEDULE A**  
**(Registered Marks)**

<b>Mark</b>	<b>Classes</b>	<b>Reg. Date</b>	<b>Reg. #</b>	<b>Serial #</b>
British Living & Style	16	07/31/01	2,473,210	75/916,715
Capitalist Cookies	30	09/18/84	1,296,628	73/291,481
Capitalist Cool	35	08/29/95	1,915,343	74/543,326
Capitalist Tool	41	12/15/98	2,211,513	75/154,293
Capitalist Tool	35	10/09/79	1,125,852	73/183,052
Capitalist Tool	18, 25	12/22/81	1,182,946	73/221,333
Capitalist Tool	36	06/10/97	2,069,974	75/148,895
Commtech Index	36	01/22/02	2,532,909	75/981,116
Fact And Comment	16	05/18/93	1,772,664	74/284,599
Forbes	9, 35	09/19/95	1,919,483	74/580,376
Forbes	16	11/11/80	1,141,299	73/183,051
Forbes	36	01/13/98	2,128,371	75/148,897
Forbes ASAP	16	01/25/94	1,818,464	74/277,753
Forbes ASAP	9, 35	09/05/95	1,916,308	74/580,377
Forbes Capitalist Tool	36	06/10/97	2,069,975	75/148,896
Forbes CEO Forum	41	08/31/99	2,273,242	75/171,475
Forbes CFO Forum	41	03/16/99	2,231,339	75/171,476
Forbes Digital Tool	35, 42	10/20/98	2,199,126	75/977,705
Forbes Forty	36	12/29/98	2,214,415	75/377,423
Forbes Forty	36	01/22/02	2,532,910	75/981,135
Forbes Forty Index	36	07/31/01	2,474,223	75/713,798
Forbes FYI	9, 35	09/05/95	1,916,309	74/580,467
Forbes FYI	16	06/18/91	1,648,532	74/007,745
Forbes FYI and design	16	06/23/92	1,696,041	74-161,275
Forbes Global	16	03/30/99	2,235,928	75/468,640
Forbes Global	42	07/17/01	2,469,334	75/923,609
Forbes Tech 101	42	04/04/00	2,337,621	75/548,230
Forbesfinder	42	10/31/00	2,400,194	75/870,888
Forbes Signature (design)	33	10/22/02	2,639,538	76/385,416
Imperial Egg Collection	28	10/10/00	2,394,434	75/681,585
Never Settle	16, 35, 41	07/16/02	2,595,300	75/982,359
No Guts. No Story.	35	04/04/95	1,887,395	74/128,801
Social Register	16	12/31/74	1,000,756	72/449,920
Special Situation Survey	16	07/10/90	1,605,541	74/007,749
Special Situation Survey	36	07/10/90	1,605,943	74/007,756
SR and Design	16	05/29/56	627,876	71/694,923
The Good Life	16	03/17/98	2,144,602	75/262,680

**SCHEDULE A**  
**(Pending Applications)**

<b>Mark</b>	<b>Classes</b>	<b>Reg. Date</b>	<b>Reg. #</b>	<b>Serial #</b>
Forbes	21, 33			76/347,252
Forbes.Com	16			76-042,216
Forbes.Com	35, 36, 42			75-763,688
Forbes Select	33			76/347,253
Never Settle	9, 36, 42			76/094,371