

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Trademark Assignment

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Forbes Inc.		08/03/2006	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Forbes LLC
Street Address:	60 Fifth Avenue
Internal Address:	Forbes Building
City:	New York
State/Country:	NEW YORK
Postal Code:	10011
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 41

Property Type	Number	Word Mark
Registration Number:	2473210	BRITISH LIVING & STYLE
Registration Number:	1296628	CAPITALIST COOKIES
Registration Number:	1915343	CAPITALIST COOL
Registration Number:	2211513	CAPITALIST TOOL
Registration Number:	1125852	CAPITALIST TOOL
Registration Number:	1182946	CAPITALIST TOOL
Registration Number:	2532909	COMMTECH INDEX
Registration Number:	2069974	CAPITALIST TOOL
Registration Number:	1772664	FACT AND COMMENT
Registration Number:	1919483	FORBES
Registration Number:	1141299	FORBES
Registration Number:	2128371	FORBES
Registration Number:	2921892	FORBES.COM

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Registration Number:	2921882	FORBES.COM
Registration Number:	3059019	FORBESAUTOS.COM
Registration Number:	2069975	FORBES CAPITALIST TOOL
Registration Number:	2273242	FORBES CEO FORUM
Registration Number:	2231339	FORBES CFO FORUM
Registration Number:	2199126	FORBES DIGITAL TOOL
Registration Number:	2214415	FORBES FORTY
Registration Number:	2532910	FORBES FORTY
Registration Number:	2474223	FORBES 40 INDEX
Registration Number:	1916309	FORBES FYI
Registration Number:	1648532	FORBES FYI
Registration Number:	3095593	FORBES FYI
Registration Number:	2235928	FORBES GLOBAL
Registration Number:	2469334	FORBES GLOBAL
Registration Number:	2337621	FORBES TECH 101
Registration Number:	2400194	FORBESFINDER
Registration Number:	2639538	FORBES SIGNATURE
Registration Number:	2394434	IMPERIAL EGG COLLECTION
Registration Number:	2595300	NEVER SETTLE
Registration Number:	1887395	NO GUTS. NO STORY.
Registration Number:	1605541	SPECIAL SITUATION SURVEY
Registration Number:	1605943	SPECIAL SITUATION SURVEY
Registration Number:	2144602	THE GOOD LIFE
Serial Number:	78330130	BEHIND THE MONEY
Serial Number:	78575605	FORBESAUTOS
Serial Number:	78812149	FORBESLIFE
Serial Number:	78699223	FORBES TRAVEL
Serial Number:	78899376	FORBES TRAVELER

CORRESPONDENCE DATA

Fax Number: (202)756-9299
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 202-756-9292
Email: christine.wilson@thomson.com
Correspondent Name: Corporation Service Company
Address Line 1: 1133 Avenue of the Americas

Address Line 2: Suite 3100
Address Line 4: New York, NEW YORK 10036

NAME OF SUBMITTER:	Christine Wilson
Signature:	/CHRISTINE WILSON/
Date:	08/09/2006

Total Attachments: 5

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (hereinafter referred to as "Assignment") is, effective as of the 3rd day of August, 2006, by and between Forbes Inc., a New York corporation, (hereinafter referred to as "ASSIGNOR"), and Forbes LLC, a Delaware limited liability company (hereinafter referred to a "ASSIGNEE").

WHEREAS, ASSIGNOR and ASSIGNEE are parties to that certain Assignment and Assumption Agreement dated as of August 3, 2006 (the "Assignment Agreement"), pursuant to which ASSIGNEE is acquiring the Assets (as defined in the Assignment Agreement) owned and used by ASSIGNOR and assuming certain liabilities of ASSIGNOR in connection therewith;

WHEREAS, ASSIGNOR is the owner of the United States trademark registrations and applications as listed on Schedule I attached hereto (the "Trademarks");

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by said Trademarks, is using the Trademarks, and has not abandoned the same;

WHEREAS, ASSIGNEE is desirous of acquiring all rights, title, and interest in and to the Trademarks worldwide; and

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademarks worldwide.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademarks together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by said Trademarks.

IN WITNESS WHEREOF, each party has caused its proper officer to execute this Trademark Assignment on the date first set forth above.

FORBES INC.

By: 

Its: Senior Vice President - General Counsel

SUBSCRIBED and SWORN to before me
this 3rd day of August, 2006.

Maureen P. Murphy
Notary Public
My Commission Expires: 3/30/2007

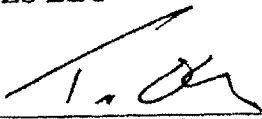
MAUREEN P. MURPHY
Notary Public, State of New York
No. 24-4798844
Qualified in Richmond County
Certificate Filed in New York County
Commission Expires March 30, 2007

[Trademark Assignment]

TRADEMARK
REEL: 003366 FRAME: 0221

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FORBES LLC

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TRADEMARK
REEL: 003366 FRAME: 0222

**SCHEDULE I
UNITED STATES TRADEMARKS AND
TRADEMARK APPLICATIONS**

U.S. Registered Trademarks Registered in the name of Forbes LLC

<u>Mark</u>	<u>Classes</u>	<u>Reg. Date</u>	<u>Reg. #</u>	<u>Serial #</u>
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
Commtech Index	36	01/22/02	2,532,909	75/981,116
Capitalist Tool	36	06/10/97	2,069,974	75/148,895
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.com	16	02/01/05	2,921,892	76/042,216
Forbes.com	35, 36, 42	02/01/05	2,921,882	75/763,688
Forbesautos.com	41	02/14/06	3,059,019	78/575,589
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 40 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	41	05/23/06	3,095,593	78/648,347
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	36	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
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
The Good Life	16	03/17/98	2,144,602	75/262,680

U.S. Pending Trademark Applications to Forbes LLC

<u>Mark</u>	<u>Classes</u>	<u>Reg. Date</u>	<u>Reg. #</u>	<u>Serial #</u>
Behind the Money	9, 16, 41			78/330,130
ForbesAutos	16			78/575,605
ForbesLife	16, 41			78/812,149
Forbes Travel	39, 41, 43			78/699,223
Forbes Traveler	39, 41, 43			78/899,376