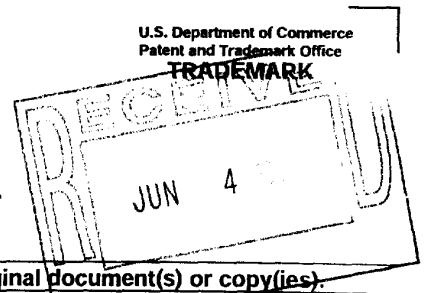


06-08-1998



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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY



6-4-98
MAG

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment
- License
- Security Agreement
- Nunc Pro Tunc Assignment
Effective Date
Month Day Year
04 01 1998
- Merger
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Name Madison Newspapers, Inc.

Execution Date
Month Day Year
06 02 1998

Formerly _____

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other _____
- Citizenship/State of Incorporation/Organization Wisconsin

Receiving Party

Mark if additional names of receiving parties attached

Name Lee Enterprises, Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 1901 Fish Hatchery Road

Address (line 2) _____

Address (line 3) Madison

Wisconsin

53713

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other _____
- Citizenship/State of Incorporation/Organization Delaware

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

06/05/1998 TTON11 00000165 1693756

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Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

REEL: 1736 FRAME: 0849

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments. #

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Registration Number(s)

<input type="text" value="1693756"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved. #

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed Deposit Account

Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

Authorization to charge additional fees: Yes No

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. Charges to deposit account are authorized, as indicated herein.

Lydie Arthos Hudson

Name of Person Signing

Lydie A. Hudson

Signature

June 3, 1998

Date Signed

**ASSIGNMENT OF TRADEMARK
SNOOP**

RECITALS

A. Madison Newspapers, Inc., a Wisconsin corporation, with its principal place of business at 1901 Fish Hatchery Road, Madison, Wisconsin 53713 ("Assignor"), owns the mark **SNOOP** (the "Mark") in connection with the following goods in Class 16:

**NEWSPAPER COLUMNS CONCERNING LOCAL PERSONALITIES AND
PUBLIC AFFAIRS**

B. Assignor has registered the Mark on the Supplemental Register of the United States Patent and Trademark Office based on Assignor's use of the mark in commerce in connection with above-described goods, Registration No. 1,693,756, registered on June 9, 1992.

C. Lee Enterprises, Inc., a Delaware corporation, with its principal place of business at 1901 Fish Hatchery Road, Madison, Wisconsin 53713 ("Assignee"), is an affiliate of Assignor and publishes the newspaper in which the column identified by the Mark appears.

AGREEMENT

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest to the Mark, together with the goodwill of that portion of Assignor's business symbolized by the Mark.

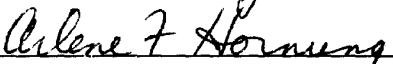
MADISON NEWSPAPERS, INC.



Clayton Frink, President

Dated effective as of : April 1, 1998

Subscribed and sworn to before
me this 2nd day of June, 1998.



Notary Public, State of Wisconsin, County of Dane

My commission expires: March 31, 2002

L&S:#33708