

04-26-1999



RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

101019375

Documents and Trademarks: Please record the attached original documents or copy thereof.

MRD
4/12/99

1. Name of conveying party(ies):
 Jefferson-Pilot Communications Company
 100 North Greene Street
 Greensboro, North Carolina 27401

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-North Carolina
 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: March 31, 1999

2. Name and address of receiving party(ies):
 Name: Emmis Communications Corporation
 Internal Address: One Emmis Plaza, Suite 700
 40 Monument Circle
 Indianapolis, Indiana 46204
 Street Address: _____

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Indiana
 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

4. Application number(s) or registration number(s):
 A. Trademark Application Nos.: 75/308,375

B. Trademark registration No.(s)

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: E. Victor Indiano
 Internal Address: Intellectual Property Department
 Bose McKinney & Evans LLP
 Street Address: 2700 First Indiana Plaza
 135 North Pennsylvania Street
 Indianapolis, Indiana 46204

6. Total number of applications and registrations involved:
 One (1)

7. Total fee (37 CFR 3.41):.....\$40.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: 02-3223. Commissioner authorized to charge any defect in fees, or credit overpayment to said deposit account.
 (Attach duplicate copy of this page if paying by deposit account)

04/26/1999 DNGUYEN 00000076 75308375
 01 FC 481 (40.00 DP)

DO NOT USE THIS SPACE

9. State 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.

E. Victor Indiano [Signature] April 99
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments and document: 2

TRADEMARK ASSIGNMENT

WHEREAS, Jefferson-Pilot Communications Company, a North Carolina corporation ("Assignor"), with its principal office at 100 N. Greene Street, Greensboro, North Carolina 27401, has adopted and used in its business and is the owner of the following trademark ("Mark"):

**MARKETPRO U.S. Trademark Registration Pending
(Serial No. 75/308, 375);**

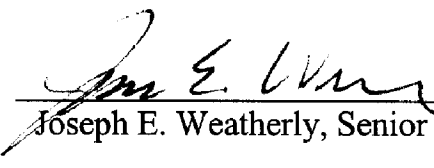
and

WHEREAS, Emmis Communications Corporation, an Indiana corporation ("Assignee"), with its principal Office at One Emmis Plaza, 40 Monument Circle, Suite 700, Indianapolis, Indiana 46204, is desirous of acquiring the Mark.

NOW, THEREFORE, the parties hereby agree that for good and valuable consideration, Assignor hereby sells, assigns, transfers and sets over to Assignee, Assignor's entire right, title and interest in and to the Mark and the application for federal registration therefor, together with the goodwill of the business in connection with which the Mark is used, and the right to recover for past infringement of the Mark.


IN WITNESS WHEREOF, Assignor has executed this instrument on this 31st day of March, 1999.

JEFFERSON-PILOT COMMUNICATIONS COMPANY

By: 
Joseph E. Weatherly, Senior Vice President

I do hereby certify that Joseph E. Weatherly personally appeared before me this day and acknowledged that he is Senior Vice President of Jefferson-Pilot Communications Company and that, by authority duly given and as the act of said corporation, the foregoing instrument was signed in its name by him as its Senior Vice President.

WITNESS my hand and notarial seal this 31 day of March, 1999.


Notary Public
State of North Carolina

DEBORAH WARREN
NOTARY PUBLIC
ROCKINGHAM COUNTY, NC
Commission Expires Jan. 2, 2002