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U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK



101893970

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

11/5/01

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

Merger

Change of Name

Other

Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship/State of Incorporation/Organization

Receiving

Mark if additional names of receiving parties

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

Individual  General Partnership  Limited Partnership

Corporation  Association

Other

Citizenship/State of Incorporation/Organization

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.)

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Mail documents to be recorded with required cover sheet(s) information to:  
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TRADEMARK

REEL: 002394 FRAME: 0558

**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)**

**Registration Number(s)**

**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.

Shannan E. Higgins, Esq.

*Shannan E Higgins*  
Signature

November 5, 2001  
Date Signed

Name of Person Signing

## TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT AGREEMENT ("Agreement"), made as of this 7 day of ~~June~~<sup>July</sup>, 1998 by and between Gannett Satellite Information Network, Inc. , a Delaware corporation ("Assignee"), and Ocean County Newspapers, a New Jersey corporation ("Assignor").

WHEREAS, Assignor is the owner of the trademarks and service marks set forth in Attachment A, all common law rights relating thereto, and all registrations and applications relating thereto (hereinafter the "Trademarks"), and the goodwill of the business symbolized thereby and associated therewith;

WHEREAS, Morristown Newspapers, Inc., Manahawkin Newspapers, Inc., Assignor, and Assignee have entered into an Asset Purchase Agreement, dated as of May 15, 1998, pursuant to which Assignor agreed to transfer and assign assets, including the Trademarks, to Assignee; and

WHEREAS, Assignor is desirous of transferring and assigning to Assignee, and Assignee is desirous of acquiring, the Trademarks.

NOW, THEREFORE, effective as of the date hereof, by this document, and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, and transfer to Assignee, and its successors and assigns, the entire right, title and interest in and to the Trademarks and (i) all applications and registrations which have been or may be filed or issued in respect thereto and any renewals thereof, (ii) all goodwill symbolized by and associated with the business conducted under the Trademarks, (iii) all income, royalties, damages, and payments now or hereafter due or payable in respect thereto, (iv) all causes of action (either in law or in equity) and the right to sue, counterclaim, and recover for past, present, or future infringement of the Trademarks or other rights transferred and assigned to Assignee under this Agreement, and (v) all rights corresponding to the foregoing throughout the world.

IN WITNESS WHEREOF, the undersigned has caused this Trademark Assignment to be duly executed by its authorized officer as of July 7, 1998.

OCEAN COUNTY NEWSPAPERS,  
INC.

By: [Signature]  
Name: David N. Hurwitz  
Title: Vice President

STATE OF New Jersey  
COUNTY OF Mercer

On this 7 day of July, 1998, before me, a Notary Public in and for the County of Mercer in the State of New Jersey personally appeared David N. Hurwitz, to me known to be the Vice President of Ocean County Newspapers, Inc. and being duly sworn, averred that, being duly authorized, (s)he executed the foregoing Assignment as the free act and deed of said corporation for the uses and purposes set forth.

Cindy Bannon  
NOTARY PUBLIC

**CINDY BANNON**  
Notary Public, State of New Jersey  
No. 2023420  
Certified in Mercer County  
Commission Expires December 24, 2001

ATTACHMENT A

Trademarks

Trademark

Registration Number

BAG O' BARGAINS

1,846,730

SENIOR SCOOP

1,762,066