

12-28-2001



101927481

12/21/01

RECORDATION FROM COVER SI TRADEMARKS ONLY

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

Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date
Month Day Year

Formerly

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

Receiving Party

Mark if additional names of conveying parties attached

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)

27/2001 DBYRNE 00000102 515243

FOR OFFICE USE ONLY

FC:481
FC:482

40.00 OP
150.00 OP

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

TRADEMARK
REEL: 002413 FRAME: 0983

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

(202) 776-2843

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="515243"/>	<input type="text" value="2186668"/>	<input type="text" value="514442"/>
<input type="text" value="556071"/>	<input type="text" value="2225622"/>	<input type="text" value="2288542"/>
<input type="text" value="1751584"/>	<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 true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Shannan Higgins
Name of Person Signing

Shannan E Higgins
Signature

12/21/01
Date Signed

ASSIGNMENT

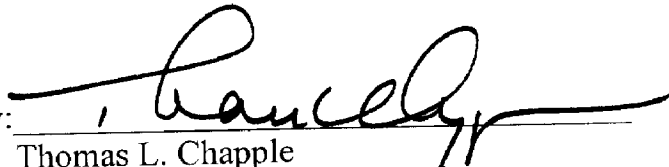
WHEREAS, Des Moines Register and Tribune Company, ("Assignor"), an Iowa corporation, located at 715 Locust Street, Des Moines, Iowa 50309, is the previous owner of the trademarks shown on Schedule A (the "Marks"), which are registered in the United States Patent and Trademark Office;

WHEREAS, Media West – DMR, Inc., ("Assignee"), a Delaware corporation, located at 50 West Liberty Street, Suite 802, Bank of America Plaza, Reno, Nevada 89501, acquired Assignor's right, title and interest in the Marks, the registrations thereof, and the goodwill associated therewith pursuant to an Assignment Agreement entered into by the parties on December 31, 2000;

WHEREAS, the parties desire to confirm and make a record of such transfer of the Marks to Assignee;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor acknowledges and confirms that it has assigned and transferred to Assignee, effective as of December 31, 2000, all of Assignor's right, title, and interest in and to the Marks, including the goodwill of the business symbolized thereby, in connection with the Assignment Agreement entered into by the parties on December 31, 2000, the terms and conditions of which are incorporated herein by reference.

DES MOINES REGISTER AND TRIBUNE COMPANY

By: 
Thomas L. Chapple
Secretary

Commonwealth
State of Virginia)
County of Fairfax)

ss:

Subscribed and sworn to before me
this 10th day of December, 2001.

Gloria Ceci Gloria Ceci
Notary Public NOTARY PUBLIC
Commonwealth of Virginia
My Commission Expires 11/30/05
My Commission Expires: _____

SCHEDULE A

<u>Mark</u>	<u>Reg. Number</u>	<u>Reg. Date</u>
IN THE OPEN and DESIGN	515,243	September 20, 1949
MOVING IN and DESIGN	2,186,668	September 1, 1998
OVER THE COFFEE	514,442	August 30, 1949
POTOMAC FEVER	556,071	March 11, 1952
RAGBRAI	2,225,622	February 23, 1999
RAGBRAI	2,288,542	October 26, 1999
RIDE RIGHT and DESIGN	1,751,584	February 9, 1993