

01-30-2002



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TRADEMARKS ONLY

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

Submission Type

New 1-23-02

Resubmission (Non-Recordation)
Document ID#

Correction of PTO Error
Reel # Frame #

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Reel # Frame #

Conveyance Type

Assignment License

Security Agreement Nunc Pro Tunc Assignment

Merger

Change of Name

Other

Effective Date
Month Date 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 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)

Corporation Association

Other

Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

01/29/2002 LMJELLER 00000178 541918

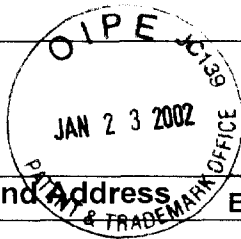
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40.00 DP

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

TRADEMARK
REEL: 2432 FRAME: 0708



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 Shannan E. Higgins, Esq.

Address (line 1) Dow, Lohnes & Albertson, PLLC

Address (line 2) 1200 New Hampshire Avenue, N.W.

Address (line 3) Suite 800

Address (line 4) Washington, DC 20036

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)

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

<input type="text" value="541918"/>	<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 true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Shannan E. Higgins
Name of Person Signing

Shannan E. Higgins
Signature

1.23.02
Date Signed

ASSIGNMENT

This Assignment Agreement ("**Agreement**") entered into by and between Des Moines Register and Tribune Company ("**Assignor**"), an Iowa corporation, located at 715 Locust Street, Des Moines, Iowa 50309, and Media West – DMR, Inc. ("**Assignee**"), a Delaware corporation, located at 50 West Liberty Street, Suite 802, Bank of America Plaza, Reno, Nevada 89501, is effective nunc pro tunc on May 9, 2001.

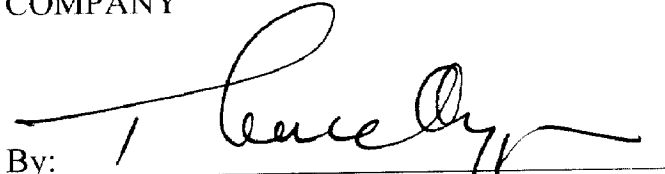
WHEREAS, Assignor is the owner of the following trademark (the "**Mark**"), which is registered in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Reg. Number</u>	<u>Reg. Date</u>
IOWA POLL and DESIGN	541,918	May 8, 1951

WHEREAS, Assignee desires to acquire Assignor's right, title and interest in the Mark, the registration thereof, and the goodwill associated therewith, pursuant to this Agreement;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns all of Assignor's right, title, and interest in and to the Mark, including the registration thereof and the goodwill of the business symbolized thereby.


DES MOINES REGISTER AND TRIBUNE COMPANY

By: 
Thomas L. Chapple
Secretary

Commonwealth of
State of Virginia)
County of Fairfax)

ss:

Subscribed and sworn to before me
this 11th day of January, 2001.


Notary Public

Gloria Ceci
NOTARY PUBLIC
Commonwealth of Virginia
My Commission Expires 11/30/05

My Commission Expires: _____