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Name Media General, Inc.	Month Day Year
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Formerly	
Individual General Partnership Limited Partn	ership Corporation Association
Other	
Citizenship/State of Incorporation/Organization Virgi	nia
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Name Media General Communications, Inc.	
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Composed of	
Address (line 1) 333 East Franklin Street	
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Address (line 3) Richmond	VA 23219
City	State/Country Zip Code
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			2,395,489	2,395,488 2,174,032
75/768,269	75/767,843		2,051,649	2,330,612 2,102,349
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TRADEMARK/SERVICE MARK ASSIGNMENT

WHEREAS, Media General, Inc. ("Assignor"), a Virginia corporation, located at 333 East Franklin Street, Richmond, Virginia 23219, is the owner of the following marks (the "Marks"):

<u>Mark</u>	Reg. Number	Date of Reg.
STRIKE A MATCH	2,051,649	April 8, 1997
GAMESHOWS.COM and DESIGN	2,330,612	March 21, 2000
IMEZ and DESIGN	2,102,349	September 30, 1997
BOXERJAM	2,395,489	October 17, 2000
BOXERJAM and DESIGN	2,395,488	October 17, 2000
CLINK	2,174,032	July 14, 1998
WORD CRAZY	1,947,638	January 9, 1996
PUZZLEZONE	2,065,876	May 27, 1997
<u>Mark</u>	Serial Number	Date Filed
BOXERJAM	75/768,269	August 15, 1999
BOXERJAM and DESIGN	75/767,843	August 4, 1999

WHEREAS, Media General Communications, Inc. ("Assignee"), a Delaware corporation, located at 333 East Franklin Street, Richmond, Virginia 23219, desires to acquire Assignor's right, title and interest in the Marks, and the goodwill associated therewith;

TRADEMARK
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hereby acknowledged, Assignor does hereb	for good and valuable consideration, the receipt of which is hereby assign to Assignee all of Assignor's right, title, and the goodwill of the business symbolized thereby, effective MEDIA GENERAL, INC.			
	Ву			
State of Virsinia Chy County of Richmond)	ss:		
Subscribed and sworn to before me this 2 day of Qusus +,	200	2.		
Cameron W. Frey Notary Public				
My Commission Expires: 5 -3 (-0	<u></u>			

RECORDED: 08/08/2002