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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

102314499

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): 12-13-02 Media General Financial Services, Inc. [] Individual(s) [] Association [] General Partnership [] Limited Partnership [X] Corporation-State Virginia [] Other Additional name(s) of conveying party(ies) attached? [] Yes [X] No

2. Name and address of receiving party(ies) Name: Media General Communications, Inc Internal Address: Street Address: 333 East Franklin Street City: Richmond State: VA Zip: 23219 [] Individual(s) citizenship [] Association [] General Partnership [] Limited Partnership [X] Corporation-State Delaware [] 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

3. Nature of conveyance: [X] Assignment [] Merger [] Security Agreement [] Change of Name [] Other Execution Date:

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 2,296,816, 1,922,420, 2,296,815 Additional number(s) attached [] Yes [X] No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Andrew C. Carington, Esquire Internal Address: Street Address: 333 East Franklin Street City: Richmond State: VA Zip: 23219

6. Total number of applications and registrations involved: 3 7. Total fee (37 CFR 3.41) \$ 90 [X] Enclosed [] Authorized to be charged to deposit account 8. Deposit account number: (Attach duplicate copy of this page if paying by deposit account)

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9. 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. Andrew C. Carington, Esquire Signature Date 11/25/2002

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

12/17/2002 DBYRNE 00000029 2296816 01 FC:0521 02 FC:0522 40.00 OP 50.00 OP

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK REEL: 2635 FRAME: 0465

TRADEMARK/SERVICE ASSIGNMENT

WHEREAS, Media General Financial Services, 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>	<u>Registration Number</u>	<u>Date of Registration</u>
Financial Sidebar	2,296,816	November 30, 1999
Megainsight	1,922,420	September 26, 1995
MGFS Bizpage Interactive	2,296,815	November 30, 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;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all of Assignor's right, title, and interest in and to the Marks, including the good will of the business symbolized thereby, effective as of November 25, 2002.

MEDIA GENERAL FINANCIAL SERVICES, INC.

By: _____
Name: George L Mahoney
Title: Secretary

Commonwealth of Virginia)
City of Richmond) ss:

Subscribed and sworn to before me
this 25th day of November, 2002.

Cameron W. Frey
Notary Public

My Commission Expires: 5-30-04