



02-20-2003



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Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2003)

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

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

1. Name of conveying party(ies): 2-12-03

Gannett Co., Inc.

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State of Delaware, Other

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):

Name: Media West-GSI, Inc. Street Address: 50 West Liberty Street, Suite 802 City/State/zip: Reno, Nevada 89501

- Individual(s) citizenship, Association-State of, General Partnership-State of, Limited Partnership-State of, Corporation-State of Delaware, Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment, Merger, Security Agreement, Change of Name, Other

Execution Date: February 5, 2003

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,646,537

Additional number(s) attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Shannan E. Higgins, Dow, Lohnes & Albertson P.L.L.C., 1200 New Hampshire Avenue, N.W., Suite 800, Washington, DC 20036

Atty. Docket No.: 02360.4700

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$40.00

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number (please charge any additional fees that may be required to the deposit account):

50-1699

(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.

Shannan E. Higgins

Signature: Shannan E. Higgins

February 12, 2003

Name of Person Signing

Signature

Date

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

Mail documents to be recorded with required cover sheet information to: Commissioner of Patents & Trademarks, Box Assignments, Washington, DC 20231

TRADEMARK REEL: 002673 FRAME: 0771

ASSIGNMENT

This Assignment Agreement (“Agreement”), entered into by and between Gannett Co., Inc. (“Assignor”), a Delaware corporation, located at 7950 Jones Branch Drive, McLean, Virginia 22107, and Media West – GSI, 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 17, 2001.

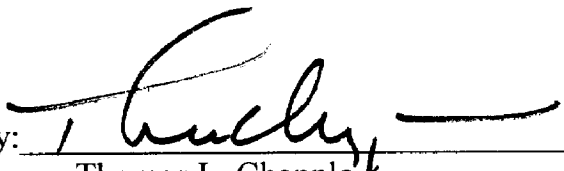
WHEREAS, Assignor is the owner of the following service mark (the “Mark”), which is registered in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Reg. Number</u>	<u>Reg. Date</u>
REVERSEMATCH	1,646,537	May 28, 1991

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;

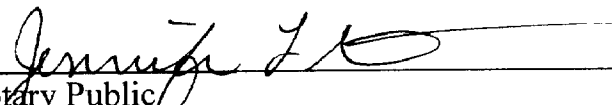
NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns all of Assignor’s right, title, and interest in and to the Mark, including the registration thereof and the goodwill of the business symbolized thereby.

GANNETT CO., INC.

By: 
Thomas L. Chapple
Secretary

Commonwealth of Virginia)
County of Fairfax) ss:

Subscribed and sworn to before me
this 5 day of February, 2003.


Notary Public
My Commission Expires: 10-31-06