

04-09-2003

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005)

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

Tab settings

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

1. Name of conveying party(ies): 4-7-03 Southeastern Newspapers Corporation

- Individual(s) Association General Partnership Limited Partnership Corporation-State Other GEORGIA

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

- Nature of conveyance: Assignment Merger Security Agreement Change of Name Other

Execution Date: 03/26/2003 03/26/2003

2. Name and address of receiving party(ies) Name: MCC Magazines, LLC

Internal Address:

Street Address: 725 Broad Street

City: Augusta State: GA Zip: 30901

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Other Georgia limited liability company

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

4. Application number(s) or registration number(s): A. Trademark Application No.(s)

B. Trademark Registration No.(s) 2,098,825

Additional number(s) attached Yes No

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

Name: Timothy E. Moses

Internal Address: Hull, Towill, Norman, Barrett & Salley

Street Address: P.O. Box 1564

City: Augusta State: GA Zip: 30903-1564

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:

DO NOT USE THIS SPACE

9. Signature.

TIMOTHY E. MOSES Name of Person Signing

Signature

03/31/2003 Date

04/08/2003 DBYRNE 00000130 2098825

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

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

TRADEMARK REEL: 002707 FRAME: 0546

TRADEMARK ASSIGNMENT

WHEREAS, Southeastern Newspapers Corporation, having an address of 725 Broad Street, Augusta, Georgia 30901 (hereinafter "ASSIGNOR"), is the owner of and has adopted and/or used in the United States and other countries the following trademarks and/or service marks (hereinafter the "MARK"):

<u>United States Reg. No.</u>	<u>Mark</u>	<u>Registration Date</u>
2,098,825	BEST OF AUGUSTA	September 23, 1997

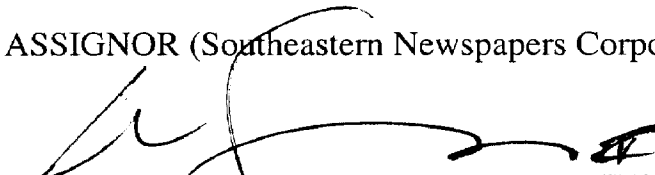
WHEREAS, MCC Magazines, LLC, a Georgia limited liability company, having a place of business of 725 Broad Street, Augusta, Georgia 30901 (hereinafter "ASSIGNEE") is desirous of acquiring and/or has acquired as of March 20, 2003 all right, title and interest that ASSIGNOR may have in and to the said MARK and registration thereon, together with the goodwill of the business in connection with which the said MARK is used and which is symbolized by said MARK, along with the right to recover for damages and profits for past infringements, thereof, and

NOW, THEREFORE, in consideration for the payment of \$1.00, and other good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby transfers and assigns unto ASSIGNEE, and confirms transfer and assignment unto ASSIGNEE as of March 20, 2003, all right, title and interest it may possess in and to the said MARK and the registration therefore, together with the goodwill of the business in connection with which the said MARK is used, and which is symbolized by said MARK, along with the right to recover for damages and profits for past infringements, thereof;

IN TESTIMONY WHEREOF, I have hereunto set my hand on the date appearing next to my signature.

ASSIGNOR (Southeastern Newspapers Corporation)

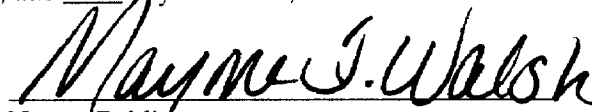
3/26/03
Date


By: Will S. Morris IV
As its President

STATE OF GEORGIA
COUNTY OF RICHMOND

Subscribed and sworn to before me, this 26th day of March, 2003.

Seal


Notary Public

My commission expires 03-10-07

\\MCC (0001)\Trademark (-463)\Best of Augusta\assignment (Southeastern to MCC Mag).doc