

FORM PTO-1594 (modified)
(Rev 03/01)

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

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the United States Patent and Trademark Office: Please record the attached original documents or copies thereof.

1. Name of conveying party(ies):
**Andrew Welch d/b/a AWA-TV.COM;
MagicTRAK L.L.C.**

- Individual(s) - California registered d/b/a
AWATV.COM number
02-0465002
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other-Limited Liability Company of Washington

Additional conveying party(ies) **NO**

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

Name: **Weather Central, Inc.**
Internal Address:
Street Address: **5725 Tokay Boulevard**
City: State: Zip: **Madison, WI 53719**

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State - DE
- 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:

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

Execution Date: **October 10, 2003**

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,553,075

Additional number(s) attached Yes No

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

Name: **Richard J. McKenna**
Internal Address: **FOLEY & LARDNER**
Street Address: **777 East Wisconsin Avenue**
City: **Milwaukee** State: **Wisconsin** Zip: **53202-5306**

6. Total number of applications and registrations involved: **1**

7. Total fee (37 C.F.R. § 3.41): **\$40.00**

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:
06-1447

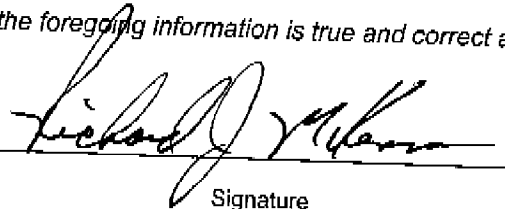
DO NOT USE THIS SPACE

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.

Richard J. McKenna

Name of person signing



Signature

Jan. 7, 2004

Date

Total number of pages including cover sheet, attachments, and document: **4**

C.H. \$40.00 061447 2553075

ASSIGNMENT OF SPORTSWRITER MARK

WHEREAS, Andrew Welch d/b/a AWA-TV.COM (California registered d.b.a. AWATV.COM number 02-0465002) ("Welch") and MagicTRAK L.L.C., a Washington limited liability company ("MAGICTRAK LLC") (Welch and MAGICTRAK LLC jointly and severally hereinafter referred to as "Sellers"), have adopted, used and are the owners of the entire right, title and interest in and to the trademark "SPORTSWRITER" (the "Trademark") in connection with the following goods and services: computer hardware comprised of a handheld transmitter and receiver; computer software for adding graphics to television images for which registration has been made in the United States Patent and Trademark Office, Registration No. 2,553,075 having a Registration Date of March 26, 2002; and

WHEREAS, Weather Central, Inc., a corporation organized and existing under the laws of the State of Wisconsin ("Buyer"), wishes to acquire Sellers interest in said Trademark.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Sellers hereby sell, assign and transfer unto Buyer, its successors and/or assigns, the entire right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, and to all claims for past infringement of the said Trademark. The Sellers, upon request of Buyer, and without further remuneration but at Buyer's expense, agree to provide all reasonable assistance and execute any and all papers desired by Buyer for the perfecting of title thereto in Buyer.

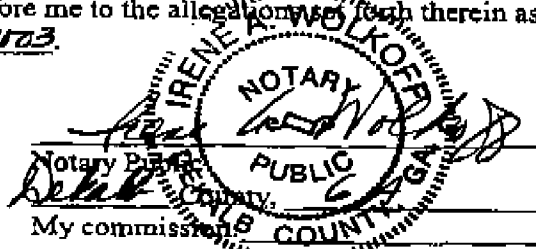
IN WITNESS WHEREOF, the Sellers have executed this Assignment to be effective as of the 10 day of October

WELCH:

By: [Signature]
Name: Andrew Welch for himself and on behalf of AWA-TV.COM (California registered d.b.a. AWATV.COM number 02-0465002)

STATE OF _____)
) ss.
COUNTY OF _____)

Before me personally appeared Andrew Welch, who signed the foregoing instrument in my presence, and made oath before me to the allegations therein as being under oath this 10 day of Oct, 2003.



Notary Public, Dekalb County, Georgia
My Commission Expires Jan. 20, 2004

7.2004 1:50PM

FROM-Foley & Lardner Madison

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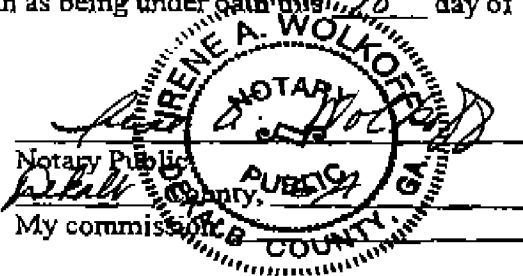
T-453 P.028/038 F-112

MAGICTRAK, LLC:

By: [Signature]
Name: Andrew Welch
Title: President

STATE OF _____)
) ss.
COUNTY OF _____)

Before me personally appeared Andrew Welch, to me known to be the President and sole authorized signatory of said MAGICTRAK, LLC, who signed the foregoing instrument in my presence, on behalf of said limited liability company with authority to do so, and made oath before me to the allegations set forth therein as being under oath this 16 day of Oct 2003.

[Signature]
Notary Public
DeKalb County, Georgia
My commission expires _____


Notary Public, DeKalb County, Georgia
My Commission Expires Jan. 20, 2004