

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

FORM PTO-1594
1-31-92

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office
Atty. Docket No. 1143-012
(13.0)

To the Commissioner for Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Jefferson-Pilot Communications Company

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

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

2. Name and address of receiving party(ies):
Name: Jefferson-Pilot Communications Company
of North Carolina
Internal Address:
Street Address: 100 N. Greene Street
City: Greensboro State: NC Zip: 27401

Individual citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State – North Carolina
 Other Ontario Corporation

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: 1/1/03

4. Application number(s) or registration numbers(s):
A. Trademark Application No.(s)
76/401,805

Additional numbers attached? Yes No

B. Trademark Registration No.(s)
2,254,106

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: C. Robert Rhodes
Internal Address: Womble Carlyle Sandridge & Rice, PLLC
1900 Wachovia Tower
Street Address: 100 N. Greene Street
City: Greensboro State: NC Zip: 27401

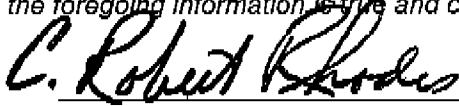
6. Total number of applications and registrations involved 2

7. Total fee (37 CFR 3.41): \$65.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
50-0517
(Attach duplicate of this page if paying by deposit account)

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.

C. Robert Rhodes  3/16/04
Name of Person Signing Signature Date

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

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

CH \$65.00 500517 76401805

ASSIGNMENT OF TRADEMARKS

For good and valuable consideration, including monetary payments, the receipt and sufficiency of which are hereby acknowledged, and effective January 1, 2003, Jefferson-Pilot Communications Company, a corporation of North Carolina, (hereinafter "Assignor") does hereby assign, sell, convey, and transfer unto Jefferson-Pilot Communications Company of North Carolina, with a mailing address of 100 N. Greene Street, Greensboro, North Carolina 27401, a corporation organized and existing pursuant to the laws of North Carolina, U.S.A., (hereinafter "Assignee"), its successors and assigns, the following:

- a. the entire right, title, and interest of Assignor in and to the trademarks set forth in Schedule A attached hereto and incorporated herein by reference, together with any applications and licenses pertaining thereto (collectively, the "Trademarks"), and the goodwill of the business related thereto;
- b. any and all rights which Assignor has or may have to sue for and obtain damages, injunctive relief and attorney's fees for any and all past infringements with respect to any of the Trademarks, and any and all causes of action heretofore accrued or hereafter accruing for misappropriation, infringement, or other violation of any proprietary or other right in and to any of the Trademarks;
- c. all registrations and applications relating to any of the Trademarks, including any and all renewals and extensions thereof; and
- d. any and all common law rights which Assignor has or may have in or to any of the Trademarks.

Jefferson-Pilot Communications Company



Daniel K. McAlister
Senior Vice-President

Date: 1-1-03

SCHEDULE A

1. **THE LINK**, Registration No. 2,254,106 for *radio broadcasting services*
2. **PERSONALITYAC**, Application Serial No. 76/401,805 for *consultation in the field of developing radio programming formats for radio stations*