

01-29-2004

Form PTO-1594  
(Rev. 03/01)  
OMB No. 0651-0027 (exp. 5/31/2002)

RECORDATION FOR  
TRADEMARK



DEPARTMENT OF COMMERCE  
Trademark Office

102656641

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

1. Name of conveying party(ies):

Gannett Co., Inc.

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

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

3. Nature of conveyance:

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

Execution Date: December 31, 2000

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

Name: **Media West - APP, Inc.**  
 Street Address: **50 West Liberty Street, Suite 802,  
 Bank of America**  
 City: **Reno**  
 State: **NV**  
 Zip: **89501**

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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,417,063

Additional number(s) attached?  Yes  No

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

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

Atty. Docket No.: **13033.0001**

01/28/2004 BYRNE 00000259 1417063

01 FC:8521

40.00 DP

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

7. Total fee (37 CFR 3.41) . . . . . \$40

- 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.)

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.*

**Shannan E. Higgins**

Name of Person Signing

*Shannan E Higgins*

Signature

*1/21/04*

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 Patent & Trademarks, Box Assignments  
Washington, DC 20231

**ASSIGNMENT**

WHEREAS, Gannett Co., Inc. ("Assignor"), a Delaware corporation, located at 7950 Jones Branch Drive, McLean, Virginia 22107, is the previous owner of the trademark shown below (the "Mark"), which is registered with the U.S. Patent and Trademark Office:

<u>Mark</u>	<u>Reg. Number</u>	<u>Reg. Date</u>
THE BETTER PHONE BOOK	1,417,063	November 11, 1986

WHEREAS, Media West – APP, Inc. ("Assignee"), a Delaware corporation, located at 50 West Liberty Street, Suite 802, Bank of America Plaza, Reno, Nevada 89501, acquired Assignor's right, title and interest in the Mark, the registration thereof, and the goodwill associated therewith, pursuant to an Assignment Agreement entered into by the parties on December 31, 2000;

WHEREAS, the parties desire to confirm and make a record of such transfer of the Mark to Assignee;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor acknowledges and confirms that it has assigned and transferred to Assignee, effective as of December 31, 2000, all of Assignor's right, title, and interest in and to the Mark, including the goodwill of the business symbolized thereby, in connection with the Assignment Agreement entered into by the parties on December 31, 2000, the terms and conditions of which are incorporated herein by reference.

GANNET CO., INC.

By: Todd Mayman  
Todd A. Mayman  
Secretary

Commonwealth of Virginia )  
County of Fairfax )

ss:

Subscribed and sworn to before me this 16<sup>th</sup> day of January, 2004.

Jennifer A. [Signature]  
Notary Public  
My Commission Expires: 10/31/2006