

2/18/04

02-23-2004

Docket No. 21266.0001.0054



2 SHEET

102674842

TO: The Commissioner of Patents and Trademarks, U.S. Patent and Trademark Office, Washington, D.C. 20530

Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID # \_\_\_\_\_
- Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
- Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

Conveyance Type

- Assignment
- License
- Security Agreement
- Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year
- Merger
- Change of Name
- Other \_\_\_\_\_

Conveying Party

Mark if additional names of conveying parties attached

Execution Date

Month Day Year  
02 13 2004

Name Tribune Media Services, Inc.

Formerly \_\_\_\_\_

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Delaware

Receiving Party

Mark if additional names of receiving parties attached

Name YellowBrix, Inc.

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 44 Canal Center Plaza, Suite 110

Address (line 2) \_\_\_\_\_

Address (line 3) Alexandria

City

Virginia

State/Country

22314

Zip Code

- Individual
- General Partnership
- Limited Partnership

- Corporation
- Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Delaware

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

FOR OFFICE USE ONLY

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

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name \_\_\_\_\_  
Address (line 1) \_\_\_\_\_  
Address (line 2) \_\_\_\_\_  
Address (line 3) \_\_\_\_\_  
Address (line 4) \_\_\_\_\_

**Correspondent Name and Address**

Area Code and Telephone Number 202.663.8000

Name Nancy S. Lapidus  
Address (line 1) ShawPittman LLP  
Address (line 2) 2300 N. Street, NW  
Address (line 3) Washington, D.C. 20037-1128  
Address (line 4) \_\_\_\_\_

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments. # 2

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

2655081

**Number of Properties**

Enter the total number of properties involved.

# 1

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 40.00

Method of Payment: Enclosed  Deposit Account

Deposit Account  
(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

# 19-1565

Authorization to charge additional fees:

Yes  No

**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. Charges to deposit account are authorized, as indicated herein.

Nancy S. Lapidus  
Name of Person Signing

Nancy Lapidus  
Signature

02/18/04  
Date Signed

## ASSIGNMENT

WHEREAS, Tribune Media Services, Inc., a Delaware corporation, having an address of 435 N. Michigan Avenue, Chicago, Illinois 60611 (hereinafter "ASSIGNOR") adopted, used and is using the mark FLUENTMEDIA for research and customized information services, namely, gathering news and other information about a wide variety of topics in the form of printed and electronic articles, editorials, photographs, graphics and animation, and distributing said information to clients based on their customized preferences (the "Trademark"), and is the record owner of U.S. Registration No. 2,655,081 of the Trademark, which issued on November 26, 2002; and

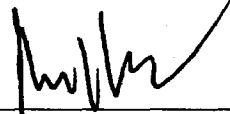
WHEREAS, YellowBrix, Inc., a Delaware corporation, having an address of 44 Canal Center Plaza, Suite 110, Alexandria, Virginia 22314 (hereinafter "ASSIGNEE"), is desirous of acquiring all rights, title and interest in and to the Trademark, together with the goodwill symbolized thereby and the business associated therewith, and the United States Registration thereof,

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby mutually acknowledged, ASSIGNOR hereby sells, assigns, transfers and conveys to ASSIGNEE all rights, title and interest in and to the Trademark, the goodwill symbolized thereby and the business associated therewith, and the United States Registration thereof.

ASSIGNOR hereby warrants and covenants that the registration related to the Trademark is in full force and effect, that ASSIGNOR has the full power and authority to convey the rights, title and interest herein assigned, transferred and sold to ASSIGNEE, that ASSIGNOR has not executed and will not execute any agreement in conflict herewith, and that ASSIGNOR will

execute or procure the execution of any and all future assignments or other instruments which may be reasonably necessary to perfect and evidence ASSIGNEE'S ownership of the Trademark herein conveyed.

TRIBUNE MEDIA SERVICES, INC.

By: 

Name: Mark W. Frank


Title: Assistant Secretary

STATE OF Illinois )

: ss:-

COUNTY OF Cook )

Signed before me this 13th day of February, 2004.

  
Notary Public

SEAL

My commission expires: 9-19-06

