

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Women's Business, LLC		11/30/2004	Massachusetts limited liability company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Newspaper Sales Group, Inc.		
<b>Street Address:</b>	One Herald Square		
<b>City:</b>	Boston		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	02106		
<b>Entity Type:</b>	CORPORATION:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2474675	WOMEN'S BUSINESS THE PROFESSIONAL AND BUSINESS WOMAN'S JOURNAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(617)856-8201		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	617-856-8399		
<b>Email:</b>	ip@brownrudnick.com		
<b>Correspondent Name:</b>	David D. Lowry		
<b>Address Line 1:</b>	One Financial Center		
<b>Address Line 2:</b>	Box IP		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02111		
<b>NAME OF SUBMITTER:</b>	David D. Lowry		
<b>Signature:</b>	/s/David D. Lowry/		
<b>Date:</b>	01/10/2005		

CH \$40.00 2474675

Total Attachments: 3  
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## ASSIGNMENT OF TRADEMARK

For One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, WOMEN'S BUSINESS, LLC, a Massachusetts limited liability company having a place of business at One Pond Park Road, Hingham, MA 02043 (the "Assignor"), hereby sells, assigns and transfers to NEWSPAPER SALES GROUP, INC., a Massachusetts CORPORATION, and its successors and assigns (hereinafter the "Assignee"), Assignor's entire right, title and interest in and to the trademarks and trademark registrations set forth on Exhibit A attached hereto, together with the goodwill of the business symbolized or represented by such trademarks and registrations thereof.

Assignor further assigns to Assignee, its successors, assigns or other legal representatives, any and all claims for damages by reason of past and continuing infringement of such trademarks and registrations, and the right to sue for and collect the same for its own use and benefit and that of its successors, assigns or other legal representatives.

Assignor agrees for itself and its successors, representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, statements and other lawful documents as the Assignee may reasonably request to effectuate fully this Assignment.

This Assignment of Trademark is subject to the terms and provisions of an Asset Purchase Agreement dated as of November 30, 2004 by and among the Assignor, the Assignee, Vicki Donlan and Herald Media, Inc. and in the event of a conflict between this Assignment of Trademark and the Asset Purchase Agreement, the terms of the Asset Purchase Agreement shall control.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

IN WITNESS WHEREOF, Assignor hereby signs this Assignment of Trademark as of this 30th day of November, 2004.

WOMEN'S BUSINESS, LLC

By:   
Name: Vicki Donlan  
Title: Manager

COMMONWEALTH OF MASSACHUSETTS  
COUNTY OF SUFFOLK

In said County and State, before me this 30th day of November, 2004 personally appeared Vicki Donlan, of WOMEN'S BUSINESS, LLC, known to me to be the person whose name is subscribed to the foregoing assignment and she acknowledged that she executed the same as the manager of WOMEN'S BUSINESS, LLC as a free act and deed for the purposes therein contained.

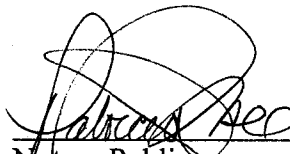
  
Notary Public  
My commission expires: 12/12/08

Exhibit A

**TRADEMARKS TO BE ASSIGNED**

Country	Mark	Reg. No.	Reg. Date	Expires	Goods/Services/Class
U.S.A.	WOMEN'S BUSINESS THE PROFESSIONAL AND BUSINESS WOMAN'S JOURNAL	2,474,675	07/31/2001	07/31/2011	For: News Journals in the field of Business and Entrepreneurship, in Int'l Class 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 and 50)

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