

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	05/20/2004

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Publishers West, Inc.		01/24/2005	CORPORATION: ARIZONA

RECEIVING PARTY DATA

Name:	Phoenix Newspapers, Inc.
Street Address:	200 East Van Buren Street
City:	Phoenix
State/Country:	ARIZONA
Postal Code:	85004
Entity Type:	CORPORATION: ARIZONA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78396685	ARIZONA WOMAN

CORRESPONDENCE DATA

Fax Number: (202)776-2222
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 202-776-2876
 Email: trademark@dowlohnes.com
 Correspondent Name: Suzanne M. Underwald
 Address Line 1: 1200 New Hampshire Avenue, N.W.
 Address Line 2: Suite 800
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

NAME OF SUBMITTER:	Suzanne M. Underwald
Signature:	/Suzanne Underwald/
Date:	02/16/2005

OP \$40.00 78396685

Total Attachments: 1
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ASSIGNMENT

WHEREAS, Publishers West, Inc. ("Assignor"), an Arizona corporation, located at 4225 North Saddlebag Trail, Scottsdale, Arizona 85251, is the previous owner of the trademark application shown below (the "Mark"):

<u>Mark</u>	<u>Serial No.</u>	<u>Date Filed</u>
ARIZONA WOMAN	78/396,685	April 5, 2004

WHEREAS, Phoenix Newspapers, Inc. ("Assignee"), an Arizona corporation, located at 200 East Van Buren Street, Phoenix, Arizona 85004, acquired Assignor's right, title and interest in and to the Mark, including the pending application thereof and the goodwill associated therewith, pursuant to an Asset Purchase Agreement entered into by the parties on May 20, 2004;

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 May 20, 2004, 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 Asset Purchase Agreement entered into by the parties on May 20, 2004, the terms and conditions of which are incorporated herein by reference.

PUBLISHERS WEST, INC.

By: *Eleanor Klein*
Name:
Title: PRESIDENT

State of Arizona)
County of Maricopa)

ss:

Subscribed and sworn to before me this 24 day of January, 2005

D. E. Howell

Notary Public
My Commission Expires: August 30, 2006

