

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Phoenix Newspapers, Inc.		02/09/2005	CORPORATION: ARIZONA
RECEIVING PARTY DATA			
Name:	Media West - PNI, Inc.		
Street Address:	50 West Liberty Street, Suite 802		
Internal Address:	Bank of America Plaza		
City:	Reno		
State/Country:	NEVADA		
Postal Code:	89501		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78396685	ARIZONA WOMAN	
CORRESPONDENCE DATA			
Fax Number:	(202)776-2222		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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:	02/17/2005		

OP \$40.00 78396685

Total Attachments: 1
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ASSIGNMENT

WHEREAS, Phoenix Newspapers, Inc. ("Assignor"), an Arizona corporation, located at 200 East Van Buren Street, Phoenix, Arizona 85004, is the owner of the following trademark (the "Mark") which is the subject of a pending application in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Serial Number</u>	<u>Filing Date</u>
ARIZONA WOMAN	78/396,685	April 5, 2004

WHEREAS, Media West - PNI, Inc. ("Assignee"), a Delaware corporation, located at 50 West Liberty Street, Suite 802, Bank of America Plaza, Reno, Nevada 89501, desires to acquire Assignor's right, title and interest in and to said Mark, including the pending application thereof and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign to Assignee all of Assignor's right, title, and interest in and to the Mark, including the pending application for the Mark and goodwill of the business symbolized by the Mark, effective as of the date of execution below.

Signed this 9th day of February, 2005.

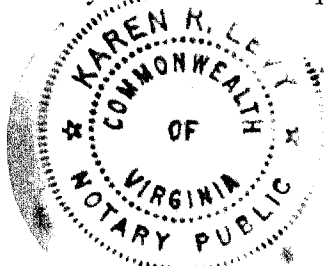
PHOENIX NEWSPAPERS, INC.

By: Todd Mayman
Todd A. Mayman
Secretary

Commonwealth of Virginia)
) ss:
County of Fairfax)

Subscribed and sworn to before me this 9th day of February 2005.

Karen H. Leiby
Notary Public
My Commission Expires: 2-29-2008



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