

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
Kearny Property Corporation		03/01/2005	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Daily News, L.P.		
Street Address:	450 West 33rd Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78435274	25 HOURS	
CORRESPONDENCE DATA			
Fax Number:	(212)818-9606		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 818-9200		
Email:	lmcquade@ssbb.com		
Correspondent Name:	Laura McQuade - Satterlee Stephens Burke		
Address Line 1:	230 Park Avenue		
Address Line 4:	New York, NEW YORK 10169		
NAME OF SUBMITTER:	Laura McQuade		
Signature:	/lm/		
Date:	03/18/2005		

OP \$40.00 78435274

Total Attachments: 2

900021568

**TRADEMARK
 REEL: 003049 FRAME: 0416**

source=25 HOURS assignment#page1.tif
source=25 HOURS assignment#page2.tif

ASSIGNMENT OF TRADEMARK

WHEREAS, Kearny Property Corporation, Inc., a corporation of New Jersey, with its principal place of business at 125 Theodore Conrad Drive Jersey City, New Jersey 07305, ("Assignor"), is the owner of all right, title, and interest in and to the trademark 25 HOURS, which is the subject of the trademark registration application currently pending before the United States Patent and Trademark Office under App. Ser. No. 78/435,274 (the "Trademark"); and

WHEREAS, Daily News, L.P. ("Assignee"), a limited partnership organized under the laws of Delaware, having its principal place of business at 450 West 33rd Street, New York, New York 10001, is desirous of acquiring all rights, title, and interest to the Trademark, the goodwill appurtenant thereto, and the future registration in respect thereof;

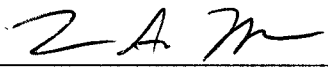
NOW, THEREFORE, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark together with the goodwill of the business appurtenant thereto and symbolized by said trademark.

Assignor hereby irrevocably constitutes and appoints Assignee and its successors, legal representatives and assigns the true and lawful attorneys of Assignor, with full power of substitution, in the name of Assignor or Assignee but on behalf of and for the benefit of Assignee and its successors, legal representatives and assigns, and at the sole expense of Assignee, to institute, prosecute, compromise, defend and settle any and all proceedings at law, in equity or otherwise that its successors, legal representatives or assigns may deem proper in order to collect, assert or enforce any claim, right or title of any kind in or to any property rights of Assignor in the Trademark, including the right to sue for past infringement of the Trademark, and to do all such acts and things in relation thereto and as its successors, legal representatives or assigns, shall deem desirable. Assignor shall fully cooperate with and assist Assignee in such proceedings. Assignor hereby declares that the appointment hereby made and the powers hereby granted are coupled with an interest and are and shall be irrevocable and perpetual and shall not be terminated by any act of Assignor or by operation of law, or by the occurrence of any other event, including, without limitation, the bankruptcy of Assignor, or in any other manner or for any other reason.

This instrument is executed by, and shall be binding upon, Assignor, its successors and assigns, for the uses and purposes above set forth and referred to and shall inure to the benefit of Assignee, its successors and assigns.

Signed at New York, NY, this 1st day of March, 2005
(City, State)

KEARNY PROPERTY CORPORATION, INC.

By: 
Name: Lawrence A. Marcus
Title: Asst. Secretary

State of New York)

County of New York) ss.:

On this 1st day of March, 2005, personally appeared Lawrence Marcus, to me known and known to me to be an officer of Kearny Property Corporation, Inc., the assignor above named, and acknowledged that he executed the foregoing Assignment of Trademark on behalf of said assignor and pursuant to authority duly received.



Notary Public

CYNA ALDERMAN
NOTARY PUBLIC, State of New York
No. 31-5078416
Qualified in New York County
Commission Expires May 27, 2007