

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
Sun-Sentinel Company		04/22/2005	CORPORATION:
RECEIVING PARTY DATA			
Name:	Chicago Tribune Company		
Street Address:	435 N. Michigan Avenue		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60611		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2823154	WHAT'S IN IT FOR YOU?	
CORRESPONDENCE DATA			
Fax Number:	(312)222-4206		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-222-4653		
Email:	rbarcino@tribune.com		
Correspondent Name:	Michael A. Parks		
Address Line 1:	435 N. Michigan Avenue		
Address Line 2:	Law Dept, 6th Floor		
Address Line 4:	Chicago, ILLINOIS 60611		
NAME OF SUBMITTER:	Michael A. Parks		
Signature:	/Michael A. Parks/		
Date:	04/22/2005		

Total Attachments: 2

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SCHEDULE A

U.S. TRADEMARK REGISTRATIONS

<u>MARK</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
WHAT'S IN IT FOR YOU	2823154	March 16, 2004

Trademark Assignment

This Assignment (the "Assignment") is made and entered into as of this 22nd day of April, 2005, ("Effective Date"), by and between Sun-Sentinel Company, a Delaware corporation, ("Assignor"), and Chicago Tribune Company, an Illinois corporation ("Assignee"). For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, transfer and convey to Assignee effective as of March _____, 2005 all of Assignor's right, title and interest in, to and under the trademark listed on Schedule A (the "Trademark"), throughout the world, together with the goodwill associated therewith, including (i) any and all renewals and extensions thereof for Assignee's own use and enjoyment, and for the use and enjoyment of its successors and assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Trademark Assignment and sale had not been made; and (ii) all income, royalties, damages or payments due or payable as of the date hereof or thereafter, including without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Trademark, with the right to sue for, and collect, the same, for Assignee's own use and enjoyment, and for the use and enjoyment of its successors and assigns or other legal representatives, without the obligation to account to Assignor therefor.

Assignor authorizes and requests the United States Patent and Trademark Office to record Assignee as owner of the Trademark, including any renewals and extensions thereof, and to issue any and all trademark registrations of the United States thereon to Assignee, as owner of the entire right, title and interest in, to and under the same, for the sole use and enjoyment of Assignee, its successors and assigns or other legal representatives.

This Trademark Assignment shall be binding upon the successors and assigns of Assignor and shall inure to the benefit of the successors and assigns of Assignee.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be duly executed and delivered this 22nd day of April, 2005.

Sun-Sentinel Company

By: _____

Mark W. Hianik
Assistant Secretary