

04-05-2005

RECORD
TRADEMARK



102973800

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

Knight Publishing Co.

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation-State Delaware
- Other _____

Citizenship (see guidelines) _____

Execution Date(s) December 13, 2004

Additional names of conveying parties attached? Yes No

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other _____

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Charlotte Observer Publishing Co

Internal Address: _____

Street Address: 600 S. Tryon Street

City: Charlotte

State: North Carolina

Country: USA Zip: 28202

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship North Carolina
- Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,135,785

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

FIRST IMPRESSIONS NEWCOMER'S GUIDE

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Jill M. Pietrini, Esq.

Internal Address: Manatt, Phelps & Phillips, LLP

Street Address: 11355 W. Olympic Blvd.

City: Los Angeles

State: CA Zip: 90064

Phone Number: (310) 231-5439

Fax Number: (310) 914-5843

Email Address: ctappa@manatt.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number DA 131
Authorized User Name Jill Pietrini

9. Signature:

Jill M. Pietrini (CT)
Signature

March 28, 2005
Date

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 3

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

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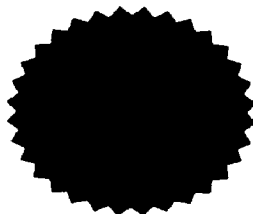
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Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THAT THE SAID "THE KNIGHT PUBLISHING CO.", FILED A CERTIFICATE OF AMENDMENT, CHANGING ITS NAME TO "CHARLOTTE OBSERVER PUBLISHING COMPANY", THE TWENTY-SECOND DAY OF APRIL, A.D. 2004, AT 4:38 O'CLOCK P.M.



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

0483122 8320

AUTHENTICATION: 3613131

050027762

DATE: 01-12-05

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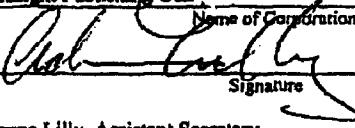
State of North Carolina
Department of the Secretary of State

APPLICATION FOR AMENDED CERTIFICATE OF AUTHORITY

Pursuant to §55-15-04 of the General Statutes of North Carolina, the undersigned corporation hereby applies for an Amended Certificate of Authority to transact business in the State of North Carolina and for that purpose submits the following statement.

1. The name of the corporation is: The Knight Publishing Co.
2. The name the corporation is currently using in the State of North Carolina is:
The Knight Publishing Co.
3. The state or country of incorporation is: Delaware
4. The date the corporation was authorized to transact business in the State of North Carolina is:
1/17/1955
5. This application is filed for the following reason (complete all applicable items):
 - a. The corporation has changed its corporate name to:*
Charlotte Observer Publishing Company
 - b. The name the corporation will hereafter use in the State of North Carolina is changed to:
Charlotte Observer Publishing Company
 - c. The corporation has changed its period of duration to: NA
 - d. The corporation has changed the state or country of its incorporation to: NA
6. Attached is a certificate attesting to the change, duly authenticated by the secretary of state or other official having custody of corporate records in the state of country of incorporation.
7. If the corporation is required to use a fictitious name in order to transact business in this State, a copy of the resolution of its board of directors, certified by its secretary, adopting the fictitious name is attached.
8. This application will be effective upon filing, unless a date and/or time is specified: _____

This the 13th day of December, 2004

The Knight Publishing Co.
Name of Corporation

Signature
Adrienne Lilly, Assistant Secretary
Type or Print Name and Title

NOTES:

1. Filing fee is \$75. One executed original and one exact or conformed copy of this application must be filed with the Secretary of State
 2. * If the name of the corporation as changed is unavailable for use in North Carolina, indicate this fact and state the name the corporation wishes to use in North Carolina on 5b (See NCCS §55-15-06)
- (Revised January 2000) (Form B-10)

CORPORATIONS DIVISION
NC023 - 1/04/02 CT System Online

P. O. BOX 29622

RALEIGH, NC 27626-0622