

04-05-2005
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RECORDATION
TRADEMARKS ONLY

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):

Charlotte Observer Publishing Co.

- Individual(s)
- General Partnership
- Corporation-State North Carolina
- Other
- Association
- Limited Partnership

Citizenship (see guidelines)

Execution Date(s) December 13, 2004

Additional names of conveying parties attached? Yes No

3. Nature of conveyance:

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

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: The 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 DA131 241

Authorized User Name Jill M. Pietrini

9. Signature:

Jill M. Pietrini (CT)
Signature

March 28, 2005

Date

Jill M. Pietrini

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 1

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

OPR/FINANCE
2005 APR - 1 2135785
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Delaware

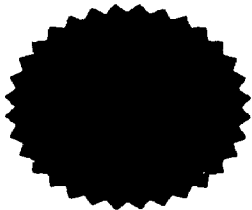
PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "CHARLOTTE OBSERVER PUBLISHING COMPANY", CHANGING ITS NAME FROM "CHARLOTTE OBSERVER PUBLISHING COMPANY" TO "THE CHARLOTTE OBSERVER PUBLISHING COMPANY", FILED IN THIS OFFICE ON THE THIRTIETH DAY OF APRIL, A.D. 2004, AT 12:53 O'CLOCK P.M.

0483122 8100

040900715



Harriet Smith Windsor
Harriet Smith Windsor, Secretary of State
AUTHENTICATION: 3544566

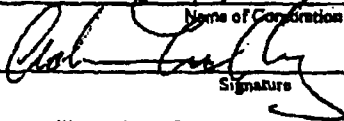
DATE: 12-13-04

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: Charlotte Observer Publishing Company
2. The name the corporation is currently using in the State of North Carolina is:
Charlotte Observer Publishing Company
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:
The Charlotte Observer Publishing Company
 - b. The name the corporation will hereafter use in the State of North Carolina is changed to:
The 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

Charlotte Observer Publishing Company
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 Sb. (See NCOS §55-15-06)
(Revised January 2000)

(Form B-18)

CORPORATIONS DIVISION
NC922 - (1/04/02) C T System Office

P. O. BOX 29622

RALEIGH, NC 27626-0622

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**CERTIFICATE OF AMENDMENT
TO
CERTIFICATE OF INCORPORATION
OF
CHARLOTTE OBSERVER PUBLISHING COMPANY**

The undersigned, being the Vice President of Charlotte Observer Publishing Company, a Delaware corporation (the "Corporation"), does hereby file this Certificate of Amendment to the Corporation's Certificate of Incorporation, pursuant to Section 242 of the Delaware General Corporation Law.


1. Article FIRST shall be deleted in its entirety and amended to read as follows:

FIRST: The Charlotte Observer Publishing Company

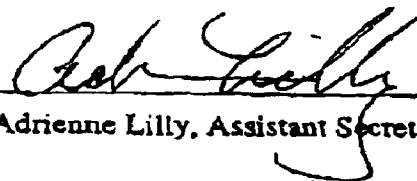
2. The foregoing amendment was duly adopted and approved by the sole Shareholder and all of the directors of the Corporation in accordance with Sections 228 and 141(f) of the Delaware General Corporation Law. The number of votes cast for the amendment was sufficient for approval.

Dated: April 23, 2004

Charlotte Observer Publishing Company

By: 
Gary R. Effren

ATTEST:


Adrienne Lilly, Assistant Secretary

State of Delaware
Secretary of State
Division of Corporations
Delivered 01:07 PM 04/30/2004
FILED 12:53 PM 04/30/2004
SRV 040315792 - 0483122 FILE

TOTAL P. 02