

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
Harte-Hanks Communications, Inc.		06/22/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The Belo Company		
Street Address:	501 Silverside Road		
Internal Address:	Suite 41		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19809		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1362464	KENS-TV	
CORRESPONDENCE DATA			
Fax Number:	(202)776-2222		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(202) 776-2869		
Email:	trademark@dowlohnes.com		
Correspondent Name:	Kelly A. Donohue		
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:	Kelly A. Donohue		
Signature:	/Kelly A. Donohue/		
Date:	06/22/2006		

OP \$40.00 1362464

SERVICE MARK ASSIGNMENT

WHEREAS, Harte-Hanks Communications, Inc. ("Assignor"), a Delaware corporation, located at 200 Concord Plaza Drive, Suite 800, San Antonio, Texas 78216, is the owner of the following mark (the "Mark"):

<u>Mark</u>	<u>Reg. Number</u>	<u>Date of Reg.</u>
KENS-TV	1,362,464	September 24, 1985

WHEREAS, The Belo Company ("Assignee"), located at Silverside Carr Executive Center, 501 Silverside Road, Suite 41, Wilmington, Delaware 19809, desires to acquire Assignor's right, title and interest in the Mark, and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration in the amount of \$1.00 dollars, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all of Assignor's right, title, and interest in and to the Mark, including the goodwill of the business symbolized thereby.

HARTE-HANKS COMMUNICATIONS, INC.

By: *[Signature]*
Name: Dean H. Blythe
Title: Senior Vice President and Chief Financial Officer

State of Texas)
County of Bexar) ss:

Subscribed and sworn to before me this 22nd day of June, 2006.

Faye Sowell
Notary Public

My Commission Expires: 4/4/08

