5.000 22830

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
NBC Universal, Inc.		06/26/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Media General Communications, Inc.		
Street Address:	333 E. Franklin Street		
City:	Richmond		
State/Country:	VIRGINIA		
Postal Code:	23219		
Entity Type:	CORPORATION: DELAWARE		

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	2283053	WVTM
Registration Number:	2176978	WCMH

CORRESPONDENCE DATA

Fax Number: (202)776-4981

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (202)776-2410

Email: trademark@dowlohnes.com

Correspondent Name: Marc S. Sher

Address Line 1: 1200 New Hampshire Avenue, N.W.

Address Line 2: Suite 800

Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

ATTORNEY DOCKET NUMBER:	06447.0078
NAME OF SUBMITTER:	Marc S. Sher
Signature:	/Marc S. Sher/
	TRADEMARK

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Date:	07/21/2006			
Total Attachments: 6				
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TRADEMARK AND DOMAIN NAME ASSIGNMENT AGREEMENT

This TRADEMARK AND DOMAIN NAME ASSIGNMENT AGREEMENT (this "Assignment") is made and entered into as of June 26, 2006 by and among Outlet Broadcasting, Inc., a Rhode Island corporation, NBC WNCN License Company, a Delaware corporation, NBC WJAR License Company, a Delaware corporation, and NBC Universal, Inc., a Delaware corporation (each, individually an "Assignor" and collectively the "Assignors"), and Media General Communications, Inc., a Delaware corporation (the "Assignee"). Capitalized terms used herein but not defined herein have the meanings set forth in the Purchase Agreement (as defined below).

WHEREAS, pursuant to that certain Stock and Asset Purchase Agreement, dated as of April 6, 2006, as amended (the "Purchase Agreement"), Sellers have agreed to sell the Purchased Intellectual Property to Media General Inc., a Virginia corporation ("MGI"), all upon the terms and conditions set forth in the Purchase Agreement;

WHEREAS, pursuant to Section 10.3 of the Purchase Agreement, MGI has assigned certain of its rights and obligations under the Purchase Agreement to Assignee, a wholly-owned subsidiary of MGI;

WHEREAS, Assignors own all right, title and interest in and to any and all Marks that are included in the Purchased Intellectual Property, including, without limitation, the Marks set forth on <u>Schedule A</u> attached hereto (the "<u>Assigned IP</u>"); and

WHEREAS, Assignors and Assignee desire that Assignee acquire all of Assignors' right, title and interest in and to the Assigned IP.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto, intending to be legally bound, hereby agree as follows:

- 1. <u>Assignment</u>. Each Assignor hereby assigns, conveys, transfers, releases and delivers to Assignee, and Assignee does hereby accept, all of such Assignor's right, title and interest in and to the Assigned IP, including any and all goodwill associated with the trademarks included in the Assigned IP. For purposes of clarity, each Assignor shall retain all rights and claims of such Assignor against third parties with respect to the Assigned IP, to the extent arising during or attributable to any period prior to the date hereof, as provided in Section 2.3(a)(ix) of the Purchase Agreement.
- 2. <u>Further Assurances</u>. Each Assignor covenants and agrees to provide any further necessary documentation and do all further acts reasonably requested by Assignee to confirm and perfect title in and to the Assigned IP in Assignee, its successors, assigns or other legal representatives in accordance with this Assignment.
- 3. Successors and Assigns. This Assignment is binding on and inures to the benefit of the parties hereto, their respective successors in interest, and their respective permitted assigns.

TRADEMARK
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- 4. <u>Governing Law</u>. This Assignment shall be governed by, and construed in accordance with, the laws of the State of New York without giving effect to the conflict of laws principles of such state other than Section 5-1401 of the General Obligations Law of the State of New York.
- 5. <u>Counterparts</u>. This Assignment may be executed and delivered (including by facsimile transmission) in counterparts, and by the different parties hereto in separate counterparts, each of which when executed shall be deemed to be an original, but all of which taken together shall constitute one and the same instrument.

[remainder of page intentionally left blank]

IN WITNESS WHEREOF, each party hereto has caused this Assignment to be executed by its duly authorized officer as of the date first written above.

MEDIA GENERAL COMMUNICATIONS, INC.
By: Col. D. haus
Name:
Title!
OUTLET BROADCASTING, INC.
By:
Name:
Title:
NBC WNCN LICENSE COMPANY
By:
Name:
Title:
NBC WJAR LICENSE COMPANY
Ву:
Name:
Title:
NBC UNIVERSAL, INC.
Ву:
Name:
Title:

TRADEMARK REEL: 003352 FRAME: 0302

IN WITNESS WHEREOF, each party hereto has caused this Assignment to be executed by its duly authorized officer as of the date first written above.

MEDIA GENERAL COMMUNICATIONS, INC.

By: Name: Title:

OUTLET BROADCASTING, INC

Name: W. Scott Seeley Title: Assistant Secretary

NBC WNCN LICENSE COMPAN

Name: W. Scott Seeley Title: Assistant Secretary

NBC WJAR LICENSE COMPANY

By: \mathcal{U} Name: W. Scott Seeley Title: Assistant Secrétary

NBC UNIVERSAL, AND

Name: W. Scott Seeley

Title: Senior Vice President, Corporate

and Transactions Law

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Schedule A

A. State Marks:

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HEART OF OHIO	Ohio	66,643 19900405	Outlet Broadcasting, Inc.
ONE OHIO NEWS EXCHANGE	Ohio	1,032,211 19980817	Outlet Broadcasting, Inc.

B. Federal Marks:

Typdemark	Reg. No. / Date		Oyue
WVTM	2,283,053 19991005	75/513,328 19980706	NBC Universal, Inc.
WCMH	2,176,978 19980728	75/362,826 19970925	National Broadcasting Company, Inc.

C. Internet Domain Names:

Turnto10.com Turntoten.com WJAR.com teen-tv.tv seventeentv.tv welcomewagontriangle.com triangleandco.com triangleandcompany.com northcarolinaandco.com northcarolinaandcompany.com ncandco.com ncandcompany.com ncweatherplus.com LiveNC.com TriangleMatters.com ClickTriangle.com seven-teen.tv wncn.com lp17.com wvtm.com

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RECORDED: 07/21/2006