

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|-----------------------|
| 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 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| 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/ | | |

OP \$65.00 2283053

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 Schedule A attached hereto (the "Assigned IP"); 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. Assignment. 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. Further Assurances. 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.

4. Governing Law. 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. Counterparts. 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: John Dehaene
Name:
Title:

OUTLET BROADCASTING, INC.

By: _____
Name:
Title:

NBC WNCN LICENSE COMPANY

By: _____
Name:
Title:

NBC WJAR LICENSE COMPANY

By: _____
Name:
Title:

NBC UNIVERSAL, INC.

By: _____
Name:
Title:

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

By: W. Scott Seeley
Name: W. Scott Seeley
Title: Assistant Secretary

NBC WNCN LICENSE COMPANY

By: W. Scott Seeley
Name: W. Scott Seeley
Title: Assistant Secretary

NBC WJAR LICENSE COMPANY

By: W. Scott Seeley
Name: W. Scott Seeley
Title: Assistant Secretary

NBC UNIVERSAL, INC.

By: W. Scott Seeley
Name: W. Scott Seeley
Title: Senior Vice President, Corporate
and Transactions Law

Schedule A

A. State Marks:

| Mark | State | Reg. No. / Date | Owner |
|------------------------------------|--------------|-------------------------|---------------------------|
| NEWSWATCH | Rhode Island | 941,011 19941026 | Outlet Broadcasting, Inc. |
| NEWSCHANNEL | Rhode Island | 941,010 19941026 | Outlet Broadcasting, Inc. |
| CONSUMER UNIT LOGO | Rhode Island | 20,060,211 20060216 | Outlet Broadcasting, Inc. |
| 1 ST BIRTHDAYS | Rhode Island | 20,060,209 20060216 | Outlet Broadcasting, Inc. |
| COOKING WITH CLASS | Rhode Island | 20,060,215 20060216 | Outlet Broadcasting, Inc. |
| RAPP SESSION and design | Rhode Island | 20,060,214 20060216 | Outlet Broadcasting, Inc. |
| 10 NEWS CONFERENCE | Rhode Island | 20,060,213 20060216 | Outlet Broadcasting, Inc. |
| HEALTHCHECK and design | Rhode Island | 20,060,212 20060216 | Outlet Broadcasting, Inc. |
| TIM WELSH SHOW AKA PC COACHES SHOW | Rhode Island | 200,602,025 20060217 | Outlet Broadcasting, Inc. |
| TURN TO 10 | Rhode Island | 200,602,028 20060217 | Outlet Broadcasting, Inc. |
| TUESDAY'S CHILD | Rhode Island | 200,602,024 20060217 | Outlet Broadcasting, Inc. |
| NEWSCHANNEL AT 5:00 PM | Rhode Island | 200,602,023 20060217 | Outlet Broadcasting, Inc. |
| NEWS AT 5:30PM | Rhode Island | 200,602,001 20060217 | Outlet Broadcasting, Inc. |
| NEWSCHANNEL AT 6:00 PM | Rhode Island | 200,602,029 20060217 | Outlet Broadcasting, Inc. |
| BUSINESS REPORT SUNRISE NEWS | Rhode Island | 200,602,006 20060118 | Outlet Broadcasting, Inc. |
| I-TEAM | Rhode Island | 200,602,013 20060118 | Outlet Broadcasting, Inc. |
| FLASHBACK | Rhode Island | 200,602,012 20060118 | Outlet Broadcasting, Inc. |
| ATHLETE OF THE WEEK | Rhode Island | 200,602,011 20060118 | Outlet Broadcasting, Inc. |
| NEIGHBORHOOD 10 | Rhode Island | 200,602,010 20060118 | Outlet Broadcasting, Inc. |
| TIMELINES | Rhode Island | 200,602,007 20060118 | Outlet Broadcasting, Inc. |
| NEWSROOM NETWORK | Rhode Island | 200,602,008 20060118 | Outlet Broadcasting, Inc. |
| ROADTRACKER | Rhode Island | 200,602,009 20060118 | Outlet Broadcasting, Inc. |
| 1 ST AND 10 | Rhode Island | 200,602,026 20060118 | Outlet Broadcasting, Inc. |

| Mark | State | Reg. No. / Date | Owner |
|---------------------------|-------|-----------------------|---------------------------|
| 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:

| Trademark | Reg. No. / Date | App. No. / Filed | Owner |
|-----------|-----------------------|------------------------|--|
| 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