

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | CHANGE OF NAME | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Knight Publishing Co., Inc. | | 04/22/2004 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Charlotte Observer Publishing Company | | |
| Street Address: | 2100 Q Street | | |
| City: | Sacramento | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 95816 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2327836 | THAT'S RACIN' | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (510)295-2401 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 510-841-9800 | | |
| Email: | trademarks@campcobalt.com | | |
| Correspondent Name: | Tsan Abrahamson/Cobalt LLP | | |
| Address Line 1: | 819 Bancroft Way | | |
| Address Line 4: | Berkeley, CALIFORNIA 94710 | | |
| ATTORNEY DOCKET NUMBER: | THAT'S RACIN ASSIGN #1 | | |
| NAME OF SUBMITTER: | Gregory Soltys | | |
| Signature: | /Gregory Soltys/ | | |
| Date: | 08/14/2006 | | |

CH \$40.00 2327836

Total Attachments: 1
source=Knight Publishing name change#page1.tif

Delaware

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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.



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060756822

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 4970467

DATE: 08-11-06

TRADEMARK

REEL: 003368 FRAME: 0610

RECORDED: 08/14/2006