

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
Charlotte Observer Publishing Company		08/14/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	KR U.S.A., Inc.		
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' ASSIGNMENT		
NAME OF SUBMITTER:	Gregory Soltys		
Signature:	/Gregory Soltys/		
Date:	08/15/2006		

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Total Attachments: 1
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT OF TRADEMARK UNDER 37 C.F.R. 3.11

WHEREAS, Charlotte Observer Publishing Company, a Delaware corporation, having its principal place of business at 2100 Q Street, Sacramento, CA 95816, is using the mark **THAT'S RACIN'**, bearing the Registration No. **2327836**, in commerce (the "Trademark"), and;

WHEREAS, KR U.S.A., Inc., a Delaware corporation, having its principal place of business at 2100 Q Street, Sacramento, CA 95816, is desirous of owning the Trademark in its name;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Charlotte Observer Publishing Company hereby assigns to KR U.S.A., Inc. all right, title and interest in the United States in and to the above-mentioned Trademark, together with the goodwill of the business symbolized by said Trademark.

Signed at Sacramento, on this 14th day of August, 2006.

CHARLOTTE OBSERVER PUBLISHING COMPANY

By: Karole Morgan-Prager
Karole Morgan-Prager, Esq.
Executive Vice President and Assistant Corporate
Secretary