

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Wichita Eagle and Beacon Publishing Company, Inc.		10/17/2006	CORPORATION: KANSAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	KR U.S.A., Inc.		
<b>Street Address:</b>	2100 Q Street		
<b>City:</b>	Sacramento		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95816		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78721552	THE EAGLE'S WICHITALK	
<b>Registration Number:</b>	2510026	ACTIVE LIFE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(510)295-2401		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	510-841-9800		
<b>Email:</b>	trademarks@campcobalt.com		
<b>Correspondent Name:</b>	Tsan Abrahamson		
<b>Address Line 1:</b>	819 Bancroft Way		
<b>Address Line 4:</b>	Berkeley, CALIFORNIA 94710		
<b>NAME OF SUBMITTER:</b>	Molly Garhart		
<b>Signature:</b>	/Molly Garhart/		
<b>Date:</b>	10/24/2006		

CH \$65.00 78721552

Total Attachments: 2

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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

**MARK: ACTIVE LIFE**

**REGISTRATION NO.: 2,510,026**

**OWNER: The Wichita Eagle and Beacon Publishing Company, Inc. "OWNER"**

WHEREAS OWNER is using the above-referenced mark 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 OWNER hereby assigns the 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 17<sup>th</sup> day of October, 2006.

The Wichita Eagle and Beacon Publishing  
Company, Inc.

By: Karole Morgan-Prager  
Karole Morgan-Prager, Esq.

Executive Vice President and Assistant Corporate  
Secretary

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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

MARK: THE EAGLE'S WICHITALK

SERIAL NO.: 78/721,552

APPLICANT: Wichita Eagle and Beacon Publishing Company, Inc. "APPLICANT"


WHEREAS APPLICANT has filed the above-referenced application for the corresponding mark ("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 APPLICANT hereby assigns the 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 17<sup>th</sup> day of October, 2006.

Wichita Eagle and Beacon Publishing Company,  
Inc.

By:   
Karole Morgan-Prager, Esq.

Executive Vice President and Assistant Corporate  
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