

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
Cypress Media LLC		10/17/2006	CORPORATION: MISSOURI
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: 5			
Property Type	Number	Word Mark	
Registration Number:	2468052	THE STAR.KANSAS CITY	
Registration Number:	2533330	STAR DIRECT	
Registration Number:	2398782	KC WEDDINGS BRIDAL SPECTACULAR	
Registration Number:	2439599	KC WEDDINGS	
Serial Number:	78802425	THE KANSAS CITY STAR	
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		
Address Line 1:	819 Bancroft Way		
Address Line 4:	Berkeley, CALIFORNIA 94710		
ATTORNEY DOCKET NUMBER:	MCCLATCHY ASSIGNMENTS		

CH \$140.00 2468052

NAME OF SUBMITTER:	Molly Garhart
Signature:	/Molly Garhart/
Date:	10/25/2006
Total Attachments: 5 source=THE STAR.KANSAS CITY & Design#page1.tif source=STAR DIRECT#page1.tif source=KC WEDDING'S BRIDAL SPECTACULAR#page1.tif source=KC WEDDINGS#page1.tif source=THE KANSAS CITY STAR#page1.tif	

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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

MARK: THE STAR.KANSAS CITY & Design



REGISTRATION NO.: 2,468,052

OWNER: Cypress Media, LLC "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 17th day of October, 2006.

Cypress Media, LLC

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: STAR DIRECT

REGISTRATION NO.: 2,533,330

OWNER: Cypress Media, LLC "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 17th day of October, 2006.

Cypress Media, LLC

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: KC WEDDINGS BRIDAL SPECTACULAR

REGISTRATION NO.: 2,398,782

OWNER: Cypress Media, LLC "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 19th day of October, 2006.

Cypress Media, LLC

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: KC WEDDINGS

REGISTRATION NO.: 2,439,599

OWNER: Cypress Media, LLC "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 17th day of October, 2006.

Cypress Media, LLC

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 KANSAS CITY STAR

SERIAL NO.: 78/802,425

APPLICANT: Cypress Media, LLC "APPLICANT"

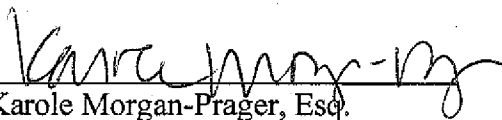
WHEREAS APPLICANT has filed the above-referenced application for the corresponding mark ("Trademark"), and:

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 17th day of October, 2006.

Cypress Media, LLC

By: 
Karole Morgan-Prager, Esq.

Executive Vice President and Assistant Corporate
Secretary