

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
The Bradenton Herald, Inc.		10/17/2006	CORPORATION: FLORIDA
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: 4			
Property Type	Number	Word Mark	
Registration Number:	2836876	READERS' PREFERENCE WINNER BRADENTON HERALD EAST MANATEE HERALD WHERE YOUR WORLD COMES HOME.	
Registration Number:	2718581	READERS' PREFERENCE	
Registration Number:	2026673	GOLDEN HERALD AWARD THE BRADENTON HERALD	
Registration Number:	2310054	BRADENTON.COM	
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 \$115.00 2836876

NAME OF SUBMITTER:	Molly Garhart
Signature:	/Molly Garhart/
Date:	10/25/2006
Total Attachments: 4 source=READERS' PREFERENCE & Design#page1.tif source=READERS' PREFERENCE#page1.tif source=GOLDEN HERALD AWARD & Design#page1.tif source=BRADENTON.COM#page1.tif	

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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

MARK: READERS' PREFERENCE & Design



REGISTRATION NO.: 2,836,876

OWNER: The Bradenton Herald, 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 17th day of October, 2006.

The Bradenton Herald, 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: READERS' PREFERENCE

REGISTRATION NO.: 2,718,581

OWNER: The Bradenton Herald, Inc. "OWNER"

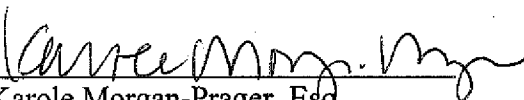
WHEREAS OWNER is using the above-referenced mark in commerce (the "Trademark", and:

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 17th day of October, 2006.

The Bradenton Herald, Inc.

By: 
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: GOLDEN HERALD AWARD & Design



REGISTRATION NO.: 2,026,673

OWNER: The Bradenton Herald, 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 17th day of October, 2006.

The Bradenton Herald, 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: BRADENTON.COM

REGISTRATION NO.: 2,310,054

OWNER: The Bradenton Herald, 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 17th day of October, 2006.

The Bradenton Herald, Inc.

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