

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		10/17/2006	CORPORATION: NORTH CAROLINA
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: 2			
Property Type	Number	Word Mark	
Registration Number:	2135785	FIRST IMPRESSIONS NEWCOMER'S GUIDE	
Registration Number:	2237623	LIVING HERE	
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		
NAME OF SUBMITTER:	Molly Garhart		
Signature:	/Molly Garhart/		

CH \$65.00 2135785

Date:

10/25/2006

Total Attachments: 2

source=FIRST IMPRESSIONS NEWCOMER'S GUIDE#page1.tif

source=LIVING HERE#page1.tif

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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

MARK: FIRST IMPRESSIONS NEWCOMER'S GUIDE

REGISTRATION NO.: 2,135,785

OWNER: Charlotte Observer Publishing Company "OWNER"

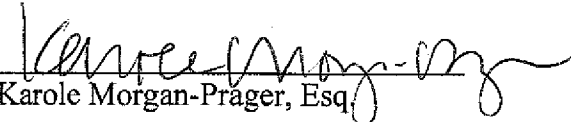
WHEREAS OWNER is using the above-referenced mark in commerce (the "Trademark", and:

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.

Charlotte Observer Publishing Company

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: LIVING HERE

REGISTRATION NO.: 2,237,623

OWNER: The Charlotte Observer Publishing Company "OWNER"

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

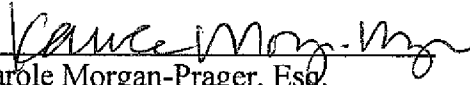
WHEREAS, KR U.S.A., Inc., a Delaware corporation, having its principal place of business at 2100 Q Street, Sacramento, CA 95816, is desirous of owning the Trademark in its name;

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 Charlotte Observer Publishing Company

By:


Karole Morgan-Prager, Esq.

Executive Vice President and Assistant Corporate
Secretary