

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Media General Communications, Inc.		12/28/2006	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Media General Communications Holdings, LLC
<b>Street Address:</b>	33 East Franklin Street
<b>City:</b>	Richmond
<b>State/Country:</b>	VIRGINIA
<b>Postal Code:</b>	23219
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 55**

Property Type	Number	Word Mark
Registration Number:	2395489	BOXERJAM
Registration Number:	2395488	BOXERJAM
Registration Number:	3112532	CAREERSEEKER
Registration Number:	3142781	CAREERSEEKER
Registration Number:	1767035	CAROLINA WEDDINGS
Registration Number:	2797545	CARSEEKER
Registration Number:	2802289	CARSEEKER
Serial Number:	78697191	CENTRO
Serial Number:	78697214	CENTRO
Registration Number:	2174032	CLINK
Registration Number:	2771044	CRIME TRACKER
Registration Number:	1530824	DISCOVER RICHMOND
Registration Number:	1934676	ENTERTAINMENT SPOTLIGHT

CH \$1390.00 2395489

Registration Number:	2393141	EVERYDAY MONEY
Registration Number:	2330612	GAMESHOWS.COM
Registration Number:	2024425	GATEWAY VIRGINIA
Registration Number:	2048144	GATEWAY VIRGINIA
Registration Number:	2102349	IMEZ
Registration Number:	2691484	INFOLERT
Registration Number:	2640646	INFOLERT
Registration Number:	2024818	INSYNC
Registration Number:	2024817	INSYNC
Registration Number:	2438266	LAP BY LAP
Registration Number:	2472335	LAPBYLAP.COM
Registration Number:	3031415	LIFE. PRINTED DAILY.
Serial Number:	78758312	LIVE IN THE MOMENT
Registration Number:	2533005	MATURE TIMES
Registration Number:	0951988	MEDIA GENERAL
Registration Number:	2236239	NEWSCHANNEL 10
Registration Number:	2362148	NEWSCHANNEL 5 LISTENS
Registration Number:	2348270	NEWSCHANNEL 8 LISTENS
Registration Number:	2065876	PUZZLE ZONE
Registration Number:	2456449	R U READY?
Registration Number:	1493106	RICHMOND TIMES-DISPATCH
Registration Number:	1775176	STAR WATCH
Registration Number:	2158844	STORM TEAM
Registration Number:	2051649	STRIKE A MATCH
Registration Number:	2910302	TBO.COM
Registration Number:	2736771	TBO.COM
Registration Number:	2899618	TD CHANNELS
Registration Number:	2635945	THE BURG
Registration Number:	1557971	THE DAILY PROGRESS
Registration Number:	2542887	THE GOLDEN EGG
Registration Number:	1493105	THE RICHMOND NEWS LEADER
Registration Number:	1729312	VIRGINIA BUSINESS
Registration Number:	2476684	VIRGINIA NOW!
Registration Number:	1855758	VIRGINIA'S NEWS LEADER
Registration Number:	1542932	WCB D

Registration Number:	2176978	WCMH
Registration Number:	1754228	WFLA-TV
Registration Number:	1300523	WINSTON-SALEM JOURNAL
Registration Number:	2241516	WJTV 12 LISTENS
Registration Number:	2177560	WJWB
Registration Number:	2283053	WVTM
Registration Number:	2545454	YOUR

**CORRESPONDENCE DATA**

Fax Number: (202)776-2222  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 202-776-241-  
Email: trademark@dowlohnes.com  
Correspondent Name: Marc S. Sher  
Address Line 1: 1200 New Hampshire Avenue, N.W.  
Address Line 2: Suite 800  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

NAME OF SUBMITTER:	Marc S. Sher
Signature:	/Marc S. Sher/
Date:	01/12/2007

**Total Attachments: 9**  
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## ASSIGNMENT OF INTANGIBLE ASSETS

THIS ASSIGNMENT OF INTANGIBLE ASSETS (this "Agreement") is made this December 28, 2006, by and between Media General Communications, Inc., a Delaware corporation ("MGC"), and Media General Communications Holdings, LLC, a Delaware limited liability company ("MGCH").

WHEREAS, MGC is the sole member of MGCH;

WHEREAS, MGC desires to transfer all of its intangible assets, other than its interests in MGCH and Media General Operations, Inc., a Delaware corporation ("MGO"), that are used or useful in the operation of its business, effective December 28, 2006 (the "Effective Date"); and

WHEREAS, to that end, MGC desires to assign and transfer to MGCH as of the Effective Date all of its right, title, and interest in, and to, all of its federal and state trademarks and service marks together with any goodwill associated therewith, and registered domain names, and similar assets including, but not limited to, those set forth in Attachment A, that are used or useful in the operation of its business (the "Transferred Assets") and any liabilities related thereto, or arising therefrom, simultaneously with the transfer to MGCH of those certain intangible assets and liabilities pursuant to the Assignment and Assumption of Contracts, Assignment and Assumption of FCC Licenses, and Assignment and Assumption of Revolving Promissory Note, all dated of even date herewith.

NOW THEREFORE, for valuable consideration paid to MGC, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. Assignment. MGC by these presents does assign, transfer, convey and deliver unto MGCH, its successors and assigns, and MGCH does hereby accept, all of MGC's right, title, and interest in, and to, the Transferred Assets, simultaneously with its transfer of other of its intangible assets and related liabilities, which are assigned and assumed concurrently herewith under the Assignment and Assumption of Contracts, Assignment and Assumption of FCC Licenses, and Assignment and Assumption of Revolving Promissory Note between the parties hereto, wherever such assets, properties and rights are located, and whether or not any of such assets has any value for accounting purposes or is currently carried or reflected or specifically referred to in MGC's and MGCH's books and financial statements, as of the Effective Date. This assignment shall not release MGC from its obligations and liabilities related to, or arising from, the Transferred Assets insofar as they relate to the time period prior to and including the Effective Date.

2. Further Assurances. Each of the parties agrees that upon request of either party, at any time and from time to time, each of the parties will do, execute, acknowledge and deliver, or will cause to be done, executed, acknowledged and delivered, all such further acts, bills of sale, assignments, transfers, conveyances, powers of attorney and assurances as may be reasonably requested to evidence further the assignment and acceptance of the Transferred Assets.

3. Entire Agreement. This Agreement constitutes the entire agreement among the parties pertaining to the subject matter hereof, and any and all other written or oral agreements existing between the parties are expressly cancelled.

4. Governing Law. This Agreement shall be governed by the laws of the State of Delaware (but not the laws pertaining to choice of law) as to all matters, including, but not limited to, matters of validity, construction, effect, performance and remedies.

5. Severability. Any provision of this Agreement that is prohibited or unenforceable in any jurisdiction shall, as to such jurisdiction, be ineffective to the extent of such prohibition or unenforceability without invalidating the remaining provisions hereof, and any such prohibition of unenforceability in any jurisdiction shall (to the extent permitted by applicable law) not invalidate or render unenforceable such provision in any other jurisdiction. Notwithstanding the foregoing, in the event of any such determination the effect of which is to affect materially and adversely any party, the parties shall negotiate in good faith to modify this Agreement so as to effect the original intent of the parties as closely as possible to the fullest extent permitted by applicable law in an acceptable manner to the end that the transactions contemplated hereby and by this Agreement are fulfilled and consummated to the maximum extent possible.

6. Counterparts. This Agreement may be executed in multiple counterparts, each of which shall be deemed an original and all of which shall constitute one agreement. In addition, this Agreement may be executed through the use of counterpart signature pages. The signature of any party on any counterpart agreement or signature page shall be deemed to be a signature to, and may be appended to, any other counterpart.

7. Other Provisions. This Agreement shall be binding upon and inure to the benefit of and be enforceable by the parties hereto and their respective successors and assigns. The headings herein are for convenience only and will not control or affect the meaning or construction of the provisions of this Agreement.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

IN WITNESS WHEREOF, the undersigned have executed this Assignment of Intangible Assets effective as of the date first written above.

MEDIA GENERAL COMMUNICATIONS, INC.

By: \_\_\_\_\_  
George L. Mahoney  
Secretary

MEDIA GENERAL COMMUNICATIONS HOLDINGS, LLC

By: Media General Communications, Inc.

By: \_\_\_\_\_  
George L. Mahoney  
Secretary

**Attachment A**

Transferred Assets

**Media General, Inc.**  
**Active Applications or Registered Federal Trademarks and Service Marks**

<b>MARK</b>	<b>Owner/Applicant (as applicable)</b>	<b>Registration No. /Serial No. (as applicable)</b>
BOXERJAM	Media General Communications	2,395,489
BOXERJAM and DESIGN	Media General Communications	2,395,488
CAREERSEEKER	Media General Communications	3,112,532
CAREERSEEKER	Media General Communications	3,142,781
CAROLINA WEDDINGS	Media General Communications	1,767,035
CARSEEKER	Media General Communications	2,797,545
CARSEEKER	Media General Communications	2,802,289
CENTRO	Media General Communications	78/697,191
CENTRO and DESIGN	Media General Communications	78/697,214
CLINK	Media General Communications	2,174,032
CRIME TRACKER	Media General Communications	2,771,044
DISCOVER RICHMOND	Media General Communications	1,530,824
ENTERTAINMENT SPOTLIGHT	Media General Communications	1,934,676



EVERYDAY MONEY	Media General Communications	2,393,141
GAMESHOWS.COM	Media General Communications	2,330,612
GATEWAY VIRGINIA	Media General Communications	2,024,425
GATEWAY VIRGINIA	Media General Communications	2,048,144
IMEZ and DESIGN	Media General Communications	2,102,349
INFOLERT	Media General Communications	2,691,484
INFOLERT	Media General Communications	2,640,646
INSYNC and DESIGN	Media General Communications	2,024,818
INSYNC	Media General Communications	2,024,817
LAP BY LAP	Media General Communications	2,438,266
LAPBYLAP.COM	Media General Communications	2,472,335
LIFE. PRINTED DAILY.	Media General Communications	3,031,415
LIVE IN THE MOMENT	Media General Communications	78/758,312
MATURE TIMES	Media General Communications	2,533,005
MEDIA GENERAL	Media General Communications	0,951,988

NEWSCHANNEL 10	Media General Communications	2,236,239
NEWSCHANNEL 5 LISTENS	Media General Communications	2,362,148
NEWSCHANNEL 8 LISTENS	Media General Communications	2,348,270
PUZZLE ZONE	Media General Communications	2,065,876
R U READY?	Media General Communications	2,456,449
RICHMOND TIMES-DISPATCH	Media General Communications	1,493,106
STAR WATCH	Media General Communications	1,775,176
STORM TEAM	Media General Communications	2,158,844
STRIKE A MATCH	Media General Communications	2,051,649
TBO.COM and DESIGN	Media General Communications	2,910,302
TBO.COM	Media General Communications	2,736,771
TD CHANNELS	Media General Communications	2,899,618
THE BURG	Media General Communications	2,635,945
THE DAILY PROGRESS	Media General Communications	1,557,971
THE GOLDEN EGG	Media General Communications	2,542,887

THE RICHMOND NEWS LEADER	Media General Communications	1,493,105
VIRGINIA BUSINESS	Media General Communications	1,729,312
VIRGINIA NOW!	Media General Communications	2,476,684
VIRGINIA'S NEWS LEADER	Media General Communications	1,855,758
WCBD	Media General Communications	1,542,932
WCMH	Media General Communications	2,176,978
WFLA-TV	Media General Communications	1,754,228
WINSTON-SALEM JOURNAL	Media General Communications	1,300,523
WJTV 12 LISTENS	Media General Communications	2,241,516
WJWB	Media General Communications	2,177,560
WVTM	Media General Communications	2,283,053
YOUR	Media General Communications	2,545,454

**Media General, Inc.**  
**Active Registered State Trademarks and Service Marks**

<b>MARK</b>	<b>State</b>	<b>Owner</b>	<b>Registration No.</b>
SAFE FAMILIES PROJECT	MS	Media General Communications	N/A
THE REIDSVILLE REVIEW	NC	Media General Communications	14492
VIRGINIA BUSINESS	VA	Media General Communications	3954