

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
Trails Media Group, Inc.		02/22/2007	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Journal Sentinel Inc.		
Street Address:	333 West State Street		
City:	Milwaukee		
State/Country:	WISCONSIN		
Postal Code:	53203		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2399533	WISCONSIN TRAILS	
CORRESPONDENCE DATA			
Fax Number:	(617)342-4001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617-342-4000		
Email:	ptomailboston@foley.com		
Correspondent Name:	James F. Ewing		
Address Line 1:	111 Huntington Avenue		
Address Line 2:	26th Floor		
Address Line 4:	Boston, MASSACHUSETTS 02199		
ATTORNEY DOCKET NUMBER:	043825-0194		
NAME OF SUBMITTER:	James F. Ewing		
Signature:	/James F. Ewing/		
Date:	03/12/2007		

OP \$40.00 2399533

Total Attachments: 4

source=WISCONSINassignment#page1.tif

source=WISCONSINassignment#page2.tif

source=WISCONSINassignment#page3.tif

source=WISCONSINassignment#page4.tif

ASSIGNMENT OF INTELLECTUAL PROPERTY

THIS ASSIGNMENT OF INTELLECTUAL PROPERTY dated February 23, 2007 is executed and delivered by Trails Media Group, Inc., a Wisconsin corporation (the "Assignor"), to Journal Sentinel Inc., a Wisconsin corporation (the "Assignee"), and shall be deemed to be effective as of the date hereof. All capitalized words and terms used and not defined herein shall have the meanings ascribed to them in the Asset Purchase Agreement dated February 23, 2007 by and between Assignor and Assignee (the "Purchase Agreement").

WHEREAS, Assignor owns the trademarks listed on Schedule A attached hereto, which includes common law trademarks, pending applications for federal and foreign registration and federal, state and foreign registered trademarks (the "Marks"); and

WHEREAS, pursuant to the Purchase Agreement, Assignee has agreed to acquire the Marks;

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

1. The Assignor does hereby assign, transfer, convey and set over unto Assignee its entire right, title and interest in and to the Marks, including, without limitation, all goodwill of the Assignor or its business, products and services appurtenant to, associated with or symbolized by the Marks and/or the use thereof; the right (but not the obligation) to sue and recover for past, present and future infringements of the Marks; the right to prosecute applications for trademarks; all rights of Assignor corresponding to the Marks throughout the world; all reissues, divisions, continuations, renewals, extensions and continuations-in-part of the Marks; all rights and interests pursuant to licensing or other agreements in favor of the Assignor pertaining to the Marks, and all proceeds of any of the foregoing (such as, by way of example, license royalties and proceeds of infringement suits).

2. The Assignor hereby covenants and agrees that it will, at the request of the Assignee and without further consideration, execute and deliver, and will cause its employees to execute and deliver, such other instruments of transfer, conveyance and assignment, and take such other action as may reasonably be necessary to more effectively assign and deliver to, and vest in, the Assignee, its successors and assigns, good title to the Marks hereby sold, transferred, conveyed, assigned and delivered.

3. This assignment has been executed and delivered by the Assignor in accordance with the Purchase Agreement.

4. The Assignor does hereby irrevocably constitute and appoint the Assignee, its successors and assigns, as its true and lawful attorney, with full power of substitution, in the Assignor's name, and on behalf of the Assignor, or for its own use, to claim, demand, collect and receive at any time and from time to time any and all assets, properties, claims, accounts and other rights, tangible or

intangible, comprising the Marks hereby assigned and delivered, or intended so to be, and to prosecute the same at law or in equity and, upon discharge thereof, to complete, execute and deliver any and all necessary instrument of satisfaction and release.

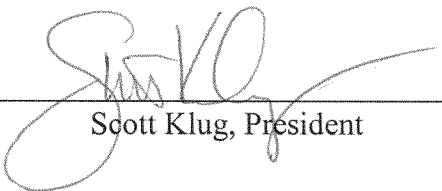
5. The Assignor, by its execution of this Assignment of Intellectual Property, and the Assignee, by its acceptance of this Assignment of Intellectual Property, each acknowledge and agree that neither the representations and warranties nor the rights and remedies of any party under the Agreement shall be deemed to be enlarged, modified or altered in any way by this instrument.

6. This Assignment of Intellectual Property shall be governed by and construed in accordance with the laws of the State of Wisconsin and the parties hereto consent to and submit to the jurisdiction of the courts of the State of Wisconsin.

[BALANCE OF PAGE INTENTIONALLY LEFT BLANK]

IN WITNESS WHEREOF, the undersigned has executed this Assignment of Intellectual Property as of the date first written above.

TRAILS MEDIA GROUP, INC.

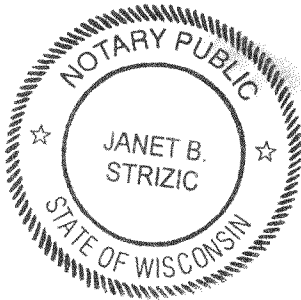
By: 
Name: Scott Klug, President

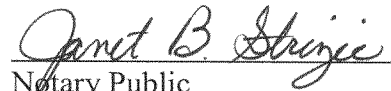
State of WISCONSIN)

ss

County of DANE)

On this 22nd day of February, 2007, before me personally came Scott Klug, to me known, who being by me duly sworn, did depose and say that he resides at FITCHBURG, WISCONSIN; that he is the President of Trails Media Group, Inc., the corporation described in and which executed the above instrument; and that he signed his name thereto by order of the board of directors thereof.




Notary Public
Expires: 10-10-2010

felder\043825.0\mag assignment of IP

Schedule A

Trademarks

MILWAUKEE HOME
MILWAUKEE HOME & LIFESTYLE
WISCONSIN TRAILS
MILWAUKEE HOME & FINE LIVING

The assignment of the foregoing trademarks includes assignment of “Wisconsin Trails”, U.S. Registration No. 2,399,533, “Wisconsin Trails” (design mark), U.S. Supplemental Register No. 964,916, “Wisconsin Tales and Trails The Wisconsin Magazine” in the State of Wisconsin; and “Milwaukee Home” in the State of Wisconsin