

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
UNITED ADVERTISING PUBLICATIONS, INC.		04/27/2007	CORPORATION: WASHINGTON
RECEIVING PARTY DATA			
Name:	THE WEATHER CHANNEL, INC.		
Street Address:	300 Interstate North Parkway		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30339		
Entity Type:	CORPORATION: GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2402337	THE BETTER WAY TO STAY	
CORRESPONDENCE DATA			
Fax Number:	(404)541-4753		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404-815-6166		
Email:	miskowitz@kilstock.com		
Correspondent Name:	Christine James / Kilpatrick Stockton		
Address Line 1:	1100 Peachtree Street		
Address Line 2:	Suite 2800		
Address Line 4:	Atlanta, GEORGIA 30309-4530		
ATTORNEY DOCKET NUMBER:	T2140-254104		
NAME OF SUBMITTER:	Christine P. James		
Signature:	/cpj/		

OP \$40.00 2402337

Date:

04/27/2007

Total Attachments: 1

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made, effective this 27th day of April, 2007, by and between United Advertising Publications, Inc., a corporation organized under the laws of the State of Washington, with its principal place of business at 150 Granby Street, Norfolk, Virginia 23510 ("Assignor") and The Weather Channel, Inc., a corporation organized under the laws of the State of Georgia, with its principal place of business 300 Interstate North Parkway, Atlanta, Georgia 30339 ("Assignee").

WHEREAS, Assignor has adopted and used in the United States the trademark THE BETTER WAY TO STAY (the "Trademark") and is owner of U.S. Registration No. 2,402,337 for the Trademark (the "Registration"); and

WHEREAS, Assignee desires to obtain and Assignor wishes to assign, grant and deliver exclusively to Assignee all rights, title, and interest of every kind and nature in and to the Trademark and Registration, together with the good will associated therewith;

NOW THEREFORE, in consideration for one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all rights, title and interest in and to the Trademark and the Registration together with the good will of the business which is symbolized by the Trademark and the Registration and with the right to recover for damages and profits and all other remedies for past infringements thereof.

ASSIGNOR
UNITED ADVERTISING PUBLICATIONS, INC.

By: 

Britton A. Reid
President

Date: April 27, 2007