

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
KR U.S.A., Inc.		01/30/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	McClatchy U.S.A., Inc.		
Street Address:	2100 Q Street		
City:	Sacramento		
State/Country:	CALIFORNIA		
Postal Code:	95816		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	75244574	FIRST IMPRESSIONS NEWCOMER'S GUIDE	
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@cobaltlaw.com		
Correspondent Name:	Tsan Abrahamson/Cobalt LLP		
Address Line 1:	819 Bancroft Way		
Address Line 4:	Berkeley, CALIFORNIA 94710		
ATTORNEY DOCKET NUMBER:	MCCLATHCHY/FIRST IMPRESSI		
NAME OF SUBMITTER:	Tsan Abrahamson		
Signature:	/Tsan Abrahamson/		
Date:	08/13/2007		

CH \$40.00 75244574

Total Attachments: 5

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Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "KR U.S.A., INC.", CHANGING ITS NAME FROM "KR U.S.A., INC." TO "MCCLATCHY U.S.A., INC.", FILED IN THIS OFFICE ON THE FIFTH DAY OF FEBRUARY, A.D. 2007, AT 3 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

2648027 8100

070125405



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5409533

DATE: 02-05-07

TRADEMARK
REEL: 003600 FRAME: 0215

CERTIFICATE OF AMENDMENT
OF CERTIFICATE OF INCORPORATION

OF

KR U.S.A., INC.

KR U.S.A., Inc., a corporation organized and existing under the laws of the State of Delaware, hereby certifies as follows:

A. The name of the corporation is KR U.S.A., Inc. The original Certificate of Incorporation of the corporation was filed with the Secretary of State of the State of Delaware on July 29, 1996.

B. This Certificate of Amendment has been duly adopted in accordance with the applicable provisions of Section 242 of the General Corporation Law of the State of Delaware by the Board of Directors and the stockholders of the corporation.

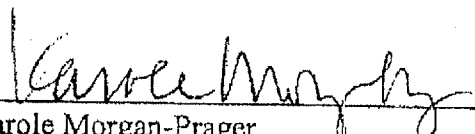
C. Pursuant to Section 242 of the General Corporation Law of the State of Delaware, this Certificate of Amendment amends the provisions of the corporation's Certificate of Incorporation as set forth herein.

D. Article I of the Certificate of Incorporation is hereby amended to read in its entirety as follows:

"The name of the Corporation is McClatchy U.S.A., Inc."

[Remainder of Page Intentionally Blank]

IN WITNESS WHEREOF, the corporation has caused this Certificate of Amendment to be signed by Karole Morgan-Prager, its Secretary, effective as of January 30, 2007.

By: 
Karole Morgan-Prager
Secretary

**CERTIFICATE OF AMENDMENT
OF CERTIFICATE OF INCORPORATION
OF
KR U.S.A., INC.**

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B. This Certificate of Amendment has been duly adopted in accordance with the applicable provisions of Section 242 of the General Corporation Law of the State of Delaware by the Board of Directors and the stockholders of the corporation.


C. Pursuant to Section 242 of the General Corporation Law of the State of Delaware, this Certificate of Amendment amends the provisions of the corporation's Certificate of Incorporation as set forth herein.

D. Article I of the Certificate of Incorporation is hereby amended to read in its entirety as follows:

"The name of the Corporation is McClatchy U.S.A., Inc."

[Remainder of Page Intentionally Blank]

IN WITNESS WHEREOF, the corporation has caused this Certificate of Amendment to be signed by Karole Morgan-Prager, its Secretary, effective as of January 30, 2007.

By: 
Karole Morgan-Prager
Secretary