

**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		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
McClatchy Management Services, Inc.		04/17/2007	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	McClatchy U.S.A., Inc.		
<b>Street Address:</b>	2100 Q Street		
<b>City:</b>	Sacramento		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95816		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77130575	EYE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(510)295-2401		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	510-841-9800		
<b>Email:</b>	trademarks@cobaltlaw.com		
<b>Correspondent Name:</b>	Tsan Abrahamson/Cobalt LLP		
<b>Address Line 1:</b>	819 Bancroft Way		
<b>Address Line 4:</b>	Berkeley, CALIFORNIA 94710		
<b>ATTORNEY DOCKET NUMBER:</b>	EYE ASSIGNMENT		
<b>NAME OF SUBMITTER:</b>	Gregory S. Soltys		
<b>Signature:</b>	/Gregory S. Soltys/		
<b>Date:</b>	11/27/2007		

CH \$40.00 77130575

Total Attachments: 2

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**ASSIGNMENT OF TRADEMARK OWNERSHIP**

WHEREAS, McClatchy Management Services, Inc., a Delaware corporation having its principal place of business at 2100 Q Street, Sacramento, California 95816, is the owner of the trademark applications and registrations listed on Exhibit A attached hereto, and;

WHEREAS McClatchy U.S.A., Inc, a Delaware corporation having its principal place of business at 2100 Q Street, Sacramento, California 95816, is desirous of acquiring said marks and the related applications and registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, McClatchy Management Services, Inc., does hereby assign unto said McClatchy U.S.A., Inc., all worldwide right, title, interest in and to said marks, together with the goodwill associated with and symbolized by the marks and the applications and registrations for the marks.

Dated: 4/17/2007

McClatchy Management Services, Inc.  
Assignor

Karole Morgan-Prager  
By Karole Morgan-Prager, Esq.  
Vice President

**ACKNOWLEDGMENT**

STATE OF CALIFORNIA            )  
COUNTY OF SACRAMENTO    )ss.

On April 17, 2007, before me, Deborah P. Morales, personally appeared Karole Morgan-Prager, personally known to me or ~~proved to me on the basis of satisfactory evidence~~ to be the person(s) whose name(s) is/~~are~~ subscribed to the within instrument and acknowledged to me that ~~he~~/she/~~they~~ executed the same in ~~his~~/her/~~their~~ authorized capacity(~~ies~~), and that by ~~his~~/her/~~their~~ signature(~~s~~) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature Deborah P. Morales

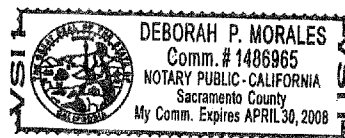


EXHIBIT A

MARK

@HOME  
BEACHBLVD  
DFW DOG  
EYE

U.S. SERIAL NO.

77/052992  
77/052967  
77/050466  
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MARK

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WASHINGTON STATE REGISTRATION NO.

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