

## 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
The E.W. Scripps Company		11/20/2007	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Knoxville News-Sentinel Company		
Street Address:	208 West Church Street		
City:	Knoxville		
State/Country:	TENNESSEE		
Postal Code:	37902		
Entity Type:	CORPORATION: TENNESSEE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2499496	GOSMOKIES	
CORRESPONDENCE DATA			
Fax Number:	(614)464-1737		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	614.559.7282		
Email:	squimby@fbtlaw.com		
Correspondent Name:	Samantha M. Quimby		
Address Line 1:	10 West Broad Street		
Address Line 2:	Suite 2300		
Address Line 4:	Columbus, OHIO 43215-3484		
ATTORNEY DOCKET NUMBER:	0078612/0553472		
NAME OF SUBMITTER:	Samantha M. Quimby		
Signature:	/samantha m quimby/		
Date:	12/04/2007		

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REEL: 003671 FRAME: 0420

Total Attachments: 2

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## **TRADEMARK ASSIGNMENT**

This Trademark Assignment (this "Assignment") is made effective this 30th day of November, 2007, by and between The E.W. Scripps Company, a corporation organized and existing under the laws of the State of Ohio and having a principal place of business at 312 Walnut Street, Suite 2800, Cincinnati, Ohio 45202 ("Assignor") and Knoxville News-Sentinel Company, a corporation organized and existing under the law of the State of Tennessee and having a principal place of business at 208 West Church Street, Knoxville, Tennessee 37902 ("Assignee").

WHEREAS, Assignor has adopted, used, licensed and/or is currently using and owns the trademark GOSMOKIES, registered with the United States Patent & Trademark Office for "providing an interactive website featuring information in the field of tourism" in Class 39, and bearing registration number 2,499,496 (the "Trademark"); and

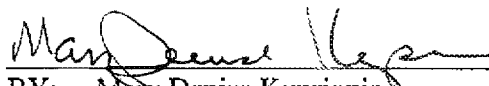
WHEREAS, Assignor wishes to assign its right, title and interest in and to such Trademark to Assignee, its wholly-owned subsidiary.

NOW, THEREFORE, for ten dollars (\$10.00) and for other good and valuable consideration, the receipt of which is hereby acknowledged that Assignor sells, assigns, transfers, sets over and delivers to Assignee all Assignor's right, title and interest in and to the Trademark, along with the goodwill of the business in connection with which the Trademark is used, the same to be held and enjoyed by said Assignee, its successors, permitted assigns or legal representatives, together with income, royalties, damages or payments due on or after the date hereof, including, without limitation, all claims for damages or payments by reason or infringement or unauthorized use of the Trademark, along with the right to sue for past infringements and collect same for Assignee's sole use and enjoyment.

Assignor further covenants with Assignee to execute, when requested, such additional assignments, instruments and documents as may be necessary or desirable to effectuate this Assignment.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized officer as of the date first written above.

The E.W. Scripps Company



BY: Mary Denise Kuprionis  
ITS: Vice President / Corporate Secretary and  
Director of Legal Affairs

STATE OF OHIO)  
COUNTY OF HAMILTON) SS:

On the 30<sup>th</sup>, day of November, 2007, before me personally came Mary Denise Kuprionis in her capacity as Vice President / Corporate Secretary and Director of Legal Affairs of The E.W. Scripps Company, an Ohio corporation, who acknowledged to me that she executed this Assignment in such capacity as set forth above.



Mary Ann Kramer  
Notary Public, State of Ohio  
My Commission Expires 09-03-2012

Mary Ann Kramer  
NOTARY PUBLIC