

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
Drone Communications, LLC		12/21/2007	LIMITED LIABILITY COMPANY: MISSOURI
RECEIVING PARTY DATA			
Name:	Lee Enterprises, Inc.		
Street Address:	201 N. Harrison St.		
City:	Davenport		
State/Country:	IOWA		
Postal Code:	52801		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78571318	BEST BRIDAL	
CORRESPONDENCE DATA			
Fax Number:	(314)469-4850		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(314) 469-2610		
Email:	tmattorneypto@aol.com		
Correspondent Name:	Annette P. Heller		
Address Line 1:	14323 S. Outer Forty Dr.		
Address Line 2:	Suite 512 S		
Address Line 4:	TOWN & COUNTRY, MISSOURI 63017		
ATTORNEY DOCKET NUMBER:	D134 005		
NAME OF SUBMITTER:	Annette P. Heller		
Signature:	/aph72met/		

OP \$40.00 78571318

Date:

12/21/2007

Total Attachments: 1

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WHEREAS, Drone Communications, LLC ("Assignor"), a Missouri limited liability company, located and doing business at 721 Emerson Rd., Suite 240, St. Louis, Missouri 63141, is the owner of the trademark, BEST BRIDAL, and trademark Application Serial No. 78/571318, which was filed on February 20, 2005 and is currently pending in the United States Patent and Trademark Office, and

WHEREAS, Lee Enterprises, Inc. ("Assignee"), a Delaware corporation, located and doing business at 201 N. Harrison St., Davenport, Iowa 52801, is desirous of acquiring said trademark and pending trademark application.

NOW, THEREFORE, for good and valuable consideration in the amount of \$ [REDACTED] the sufficiency and receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee, its successors and assigns, all rights, title and interest in and to the said trademark and trademark application, together with the goodwill of the business symbolized by the said trademark, and in and to any and all causes of action (either in law or in equity), and the right to enforce any rights and file any causes of action, including the right to recover damages for any past, present or future infringement or misappropriation of said trademark and the pending application thereof.

Drone Communications, LLC

By: _____

Michael A. Drone, Owner

Dated: _____

12/21/2007