

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 | | 01/04/2008 | CORPORATION: |
| RECEIVING PARTY DATA | | | |
| Name: | Scripps Howard Broadcasting Company | | |
| Street Address: | 312 Walnut Street | | |
| Internal Address: | Suite 2700 | | |
| City: | Cincinnati | | |
| State/Country: | OHIO | | |
| Postal Code: | 45202 | | |
| Entity Type: | CORPORATION: | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3221696 | WEATHER ON WHEELS | |
| 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: | 0078612.0551820 | | |
| NAME OF SUBMITTER: | Samantha M. Quimby | | |
| Signature: | /samantha m quimby/ | | |

OP \$40.00 3221696

900095665

TRADEMARK
REEL: 003690 FRAME: 0680

Date:

01/07/2008

Total Attachments: 2

source=WOW Assignment#page1.tif

source=WOW Assignment#page2.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made effective this 4th day of ~~December~~ ^{January}, 2008, 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 Scripps Howard Broadcasting Company, an corporation organized and existing under the law of the State of Ohio and having a principal place of business at 312 Walnut Street, Suite 2700, Cincinnati, Ohio 45202 ("Assignee").

WHEREAS, Assignor has adopted, used, licensed and/or is currently using and owns the trademark WEATHER ON WHEELS, registered with the United States Patent & Trademark Office for "promoting public awareness of weather and weather related topics" in Class 35, and bearing registration number 3,221,696 (the "Trademark"); and

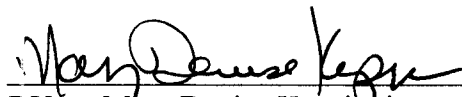
WHEREAS, Assignor wishes to assign its right, title and interest in and to such Trademark to Assignee, its wholly-owned subsidiary.

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 4th day of JANUARY, 2008 ~~December, 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



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