

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	12/19/2007

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Media West - TAC, Inc.		12/19/2007	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	The Advertiser Company
Street Address:	7950 Jones Branch Drive
City:	McLean
State/Country:	VIRGINIA
Postal Code:	22107
Entity Type:	CORPORATION: ALABAMA

**PROPERTY NUMBERS Total: 2**

Property Type	Number	Word Mark
Registration Number:	1652380	BULLETIN BOARD
Registration Number:	2781572	MONTGOMERY ADVERTISER

**CORRESPONDENCE DATA**

Fax Number: (202)776-4981  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (202) 776-2806  
 Email: trademark@dowlohnes.com  
 Correspondent Name: Mario J. Weber  
 Address Line 1: 1200 New Hampshire Avenue, N.W.  
 Address Line 2: Suite 800  
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

NAME OF SUBMITTER:	Mario J. Weber
Signature:	/Mario J. Weber/

OP \$65.00 1652380

Date:

02/29/2008

**Total Attachments: 3**

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State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 12:04 PM 12/19/2007  
FILED 12:04 PM 12/19/2007  
SRV 071340696 - 2837608 FILE

**CERTIFICATE OF OWNERSHIP AND MERGER****MERGING**

**MEDIA WEST - TAC, INC.,**  
a Delaware corporation

into

**THE ADVERTISER COMPANY,**  
a Alabama corporation

*(Subsidiary into parent pursuant to Section 253 of the General Corporation Law of Delaware)*

The Advertiser Company, a corporation incorporated on the 1st day of March, 1963 pursuant to the provisions of the Alabama Code (the "Parent"), the provisions of which permit the merger of a subsidiary corporation into a parent corporation organized and existing under the laws of said state, hereby certifies as follows:

1. The Parent owns 100% of the outstanding shares of capital stock of Media West - TAC, Inc., a corporation incorporated on the 23rd day of December, 1997 pursuant to the provisions of the General Corporation Law of the State of Delaware (the "Subsidiary").
2. On October 18, 2007, the Board of Directors of the Parent, acting by written consent in lieu of a meeting, approved the merger of the Subsidiary into the Parent and adopted the resolutions attached to this Certificate of Ownership and Merger as Exhibit A.
3. The Parent will be the surviving corporation in the merger.
4. The Parent agrees that it may be served with process in the State of Delaware in any proceeding for enforcement of any obligation of the Subsidiary as well as for enforcement of any obligation of the Subsidiary arising from the merger, including any suit or other proceeding to enforce the rights of any stockholders as determined in appraisal proceedings pursuant to the provisions of Section 262 of the Delaware General Corporation Law, and irrevocably appoints the Secretary of State of Delaware as its agent to accept service of process in any such suit or other proceeding. The address to which a copy of such process shall be mailed by the Secretary of State of Delaware is: The Advertiser Company, c/o Gannett Co., Inc., 7950 Jones Branch Drive, McLean, VA 22107, Attention: General Counsel.

IN WITNESS WHEREOF, the Parent has caused this Certificate to be duly executed by an authorized officer this 18<sup>th</sup> day of December, 2007.

**THE ADVERTISER COMPANY**

By: \_\_\_\_\_

Name: Todd A. Mayman

Title: Secretary

**EXHIBIT A****RESOLUTIONS  
of the  
BOARD OF DIRECTORS  
of  
THE ADVERTISER COMPANY  
("The Advertiser")****The Advertiser Merger**

**WHEREAS**, The Advertiser owns all of the issued and outstanding capital stock of Media West – TAC, Inc., a Delaware corporation ("TAC"); and

**WHEREAS**, the Board desires to merge TAC with and into The Advertiser.

**NOW, THEREFORE, BE IT RESOLVED**, that pursuant to Section 10-2B-11.04 of the Alabama Code, TAC will merge with and into The Advertiser (the "**Advertiser Merger**") in accordance with the Plan of Merger attached hereto (the "**Advertiser Plan of Merger**");

**RESOLVED FURTHER**, that the Board hereby authorizes, adopts and approves the Advertiser Plan of Merger, including any exhibits thereto, and any and all other agreements referred to therein or contemplated thereby and required to be executed by and on behalf of The Advertiser in connection therewith, and all the transactions described therein and contemplated thereunder, including, without limitation, the Advertiser Merger;

**RESOLVED FURTHER**, that the Advertiser Merger shall be effective upon the making of the appropriate filing(s) or at such other time as may be determined by the officers of The Advertiser;

**RESOLVED FURTHER**, that any officer of The Advertiser be, and hereby is, authorized to do any and all acts on behalf of The Advertiser, including signing documents and causing them to be filed in the appropriate state and county offices, which such officer may deem necessary or advisable to carry out the purpose and intentions of the foregoing resolutions and to effectuate the Advertiser Merger; and

**RESOLVED FURTHER**, that all actions taken and all agreements, instruments, reports, documents and regulatory and other notices executed, delivered or filed through the date hereof, and all actions to be taken and all agreements, instruments, reports, documents and regulatory and other notices to be executed, delivered or filed after the date hereof, by the authorized officers of The Advertiser, or any agents, attorneys, accountants and outside consultants of The Advertiser in connection with or with respect to effectuating all or any of the foregoing resolutions hereby are authorized, approved, ratified and confirmed in all respects.

**PLAN OF MERGER**  
**OF**  
**MEDIA WEST - TAC, INC.**  
**WITH AND INTO**  
**THE ADVERTISER COMPANY**

THIS PLAN OF MERGER was approved by the board of directors of The Advertiser Company pursuant to Section 10-2B-11.04 of the Alabama Code and Section 253 of the Delaware General Corporation Law:

1. The name of the subsidiary corporation is Media West - TAC, Inc., a Delaware corporation.
2. The name of the parent corporation is The Advertiser Company, a Alabama corporation.
3. The Advertiser Company owns one hundred percent (100%) of the issued and outstanding shares of each class of capital stock of Media West - TAC, Inc.
4. The subsidiary corporation, Media West - TAC, Inc. (the "**Merging Corporation**"), shall merge with and into the parent corporation, The Advertiser Company (the "**Surviving Corporation**"), with The Advertiser Company surviving the merger.
5. The manner and basis of converting the shares of the Merging Corporation are as follows:
  - (a) No cash or other consideration shall be paid or delivered for shares of the Merging Corporation.
  - (b) The shares of the Merging Corporation shall not be converted into cash, securities or other obligations of the Surviving Corporation, but shall be surrendered and cancelled.
  - (c) All the issued and outstanding shares of the Surviving Corporation shall remain unchanged in the hands of the holder thereof as issued and outstanding shares of the Surviving Corporation.
  - (d) The Surviving Corporation shall assume all obligations of the Merging Corporation and upon the effectiveness of the merger, all property, rights, privileges, franchises, patents, trademarks, licenses, registrations and other assets of every kind and description of the Merging Corporation shall be transferred to and vested in the Surviving Corporation without any further act or deed.