

**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>
WORLD MEDIA COMPANY		03/10/2008	COMPANY:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	OMAHA WORLD-HERALD COMPANY		
<b>Street Address:</b>	1314 Douglas Street		
<b>Internal Address:</b>	Suite 1500		
<b>City:</b>	Omaha		
<b>State/Country:</b>	NEBRASKA		
<b>Postal Code:</b>	68102		
<b>Entity Type:</b>	COMPANY:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1815099	KICKOFF KID	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(402)390-9005		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	402 390-9500		
<b>Email:</b>	ip@koleyjessen.com		
<b>Correspondent Name:</b>	Roberta L. Christensen		
<b>Address Line 1:</b>	One Pacific Place, 1125 S 103rd Street		
<b>Address Line 2:</b>	Suite 800		
<b>Address Line 4:</b>	Omaha, NEBRASKA 68124		
<b>ATTORNEY DOCKET NUMBER:</b>	7004-0049 OWH		
<b>NAME OF SUBMITTER:</b>	Roberta L. Christensen		
<b>Signature:</b>	/rlc/		

OP \$40.00 1815099

Date:

03/12/2008

Total Attachments: 1

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**TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT is made and entered into effective March 10, 2008, by WORLD MEDIA COMPANY, a Nebraska corporation ("Assignor"), in favor of OMAHA WORLD-HERALD COMPANY, a Delaware corporation ("Assignee"), having an address of 1314 Douglas Street, Suite 1500, Omaha, NE 68102-1848.

WHEREAS, Assignor is the owner of U.S. Registration No. 1,815,099 "KICKOFF KID" (the "Trademark"), and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the Trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, the registration therefor, and all claims for damages arising out of or relating to past or continuing infringements thereof, if any, with the right to sue for and collect such damages.

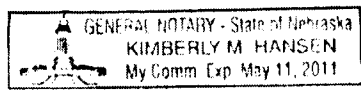
Assignor hereby covenants that it has full right, power and authority and has been duly authorized to convey the right, title and interest herein assigned, and that it has not and will not execute any agreement in conflict herewith. Assignor further covenants that, when requested, it will, without charge to Assignee, execute all documents and take all such further actions as may be necessary, desirable or convenient to enable Assignee to obtain, maintain and enforce its rights and interest in and to the Trademark in any and all countries.

WORLD MEDIA COMPANY  
Assignor

By J. Scott Pearl  
Title / Secretary

State of Nebraska )  
) ss.  
County of Douglas )

Before me personally appeared said J. Scott Pearl and acknowledged the foregoing instrument to be his free act and deed this 10th day of March, 2008.



Kimberly M. Hansen  
Notary Public

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