

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
San Jose Mercury-News, Inc.		04/07/2008	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	San Jose Mercury-News, LLC.
Street Address:	750 Rider Park Drive
City:	San Jose
State/Country:	CALIFORNIA
Postal Code:	95190
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	2937045	BAYAREA.COM
Registration Number:	2148738	GOOD MORNING SILICON VALLEY
Registration Number:	2068018	MORTGAGE WATCH
Registration Number:	2047807	SAN JOSE MERCURY NEWS
Registration Number:	2267881	SILICONVALLEY.COM
Registration Number:	2737421	STOCKS.COMMENT
Registration Number:	2365493	TALK IS CHEAP
Registration Number:	2410280	TECH TEST DRIVE
Registration Number:	2367587	THE BAY AREA'S BEST
Registration Number:	2593167	THE BAY AREA'S HOME PAGE
Registration Number:	2500703	VIET MERCURY

CORRESPONDENCE DATA

Fax Number: (702)792-9002

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

**TRADEMARK**

**REEL: 003755 FRAME: 0371**

**900103655**

**CH \$290.00 2937045**

Phone: 702-792-3773  
Email: lvpto@gtlaw.com  
Correspondent Name: Greenberg Traurig, LLP/attn: L. Thompson  
Address Line 1: 3773 Howard Hughes Parkway  
Address Line 2: Suite 500N  
Address Line 4: LAS VEGAS, NEVADA 89169

ATTORNEY DOCKET NUMBER:	092367.000000
NAME OF SUBMITTER:	Lauri S. Thompson
Signature:	/Lauri S. Thompson/
Date:	04/08/2008
Total Attachments: 1 source=Assignment of Mark#page1.tif	

**ASSIGNMENT OF MARK**

San Jose Mercury-News, Inc., a California corporation, with its principal place of business as 750 Ridder Park Drive, San Jose, California 95190 (hereinafter "Assignor"), has adopted, owns and is using the Marks listed below on or in connection with the services covered in the registrations.

<u>Registration</u>	<u>Registration No.</u>	<u>Registration Date</u>
BAYAREA.COM	2937045	March 29, 2005
GOOD MORNING SILICON VALLEY	2148738	April 7, 1998
MORTGAGE WATCH	2068018	June 3, 1997
SAN JOSE MERCURY NEWS	2047807	March 25, 1997
SILICONVALLEY.COM	2267881	August 31, 1999
STOCKS.COMMENT	2737421	July 15, 2003
TALK IS CHEAP	2365493	July 4, 2000
TECH TEST DRIVE	2410280	December 5, 2000
THE BAY AREA'S BEST	2367587	July 18, 2000
THE BAY AREA'S HOME PAGE	2593167	July 9, 2002
VIET MERCURY	2500703	October 23, 2001

San Jose Mercury-News, LLC., a California limited liability company, with its principal place of business as 750 Ridder Park Drive, San Jose, California 95190 ("Assignee"), desires to acquire the Marks, and the registrations.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Marks and registrations, together with the goodwill of the business symbolized by the Marks, and the right to bring action for past infringement of the Marks. This assignment shall be effective as of 7/22/06.

San Jose Mercury-News, Inc.

Date: \_\_\_\_\_

4/7/08



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Andy Huntington  
General Counsel and Director of Labor Relations