

08-29-2008



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To the Director of the U. S. Patent

...ched documents or the new address(es) below.

50.82.8

**1. Name of conveying party(ies):**

McClatchy U.S.A., Inc.

- Individual(s)
- General Partnership
- Corporation- State: Delaware
- Other \_\_\_\_\_

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance )/Execution Date(s) :**

Execution Date(s) August 1, 2008

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: Integrent Incorporated

Internal

Address: \_\_\_\_\_

Street Address: 444 N. Wells, Suite 601

City: Chicago

State: IL

Country: USA Zip: 60610

Association Citizenship \_\_\_\_\_

General Partnership Citizenship \_\_\_\_\_

Limited Partnership Citizenship \_\_\_\_\_

Corporation Citizenship Delaware

Other \_\_\_\_\_ Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2303305

Additional sheet(s) attached?  Yes  No

**C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):**

Real Cities

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Zane M. Cohn

Internal Address: \_\_\_\_\_

Street Address: Zane M. Cohn & Associates, P.C.

150 N. Michigan Ave., Suite 3300

City: Chicago

State: IL Zip: 60601

Phone Number: 312-236-4100

Fax Number: 312-894-3210

Email Address: zmcohn@aol.com

**6. Total number of applications and registrations involved:**

1

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00**

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

a. Credit Card/Last 4 Numbers: 00072 2303305

Expiration Date: 08/08 09

b. Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

**9. Signature:**

Signature

August 26, 2008

Date

Zane M. Cohn, attorney for Integrent Incorporated

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:  5

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK  
REEL: 003845 FRAME: 0720

## TRADEMARK ASSIGNMENT

This Assignment (“**Assignment**”) is made effective as of August 1, 2008 from McClatchy U.S.A., Inc., a Delaware corporation (“**Assignor**”), to Intégrent Incorporated, a Delaware corporation (“**Assignee**”):

WHEREAS, Assignee, McClatchy Management Services, Inc., a Delaware corporation, McClatchy Interactive West, a Delaware corporation, and Assignor are parties to that certain Asset Purchase and Sale Agreement dated August 12, 2008 (the “**Purchase Agreement**”), pursuant to which Assignee has purchased certain assets of Assignor related to the Business (as defined in the Purchase Agreement); and

WHEREAS, Assignor is the owner of the trademark (the “**Mark**”) described in Exhibit A, attached hereto and incorporated by reference herein; and

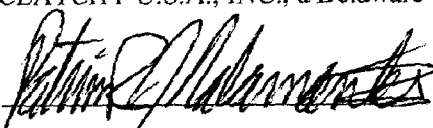
WHEREAS, pursuant to the provisions of Section 10(a)(ii) of the Purchase Agreement, Assignor desires to convey, transfer, assign, deliver, and contribute to Assignee all of its right, title, and interest in and to the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby conveys, transfers, assigns, delivers, and contributes to Assignee all worldwide right, title, interest in and to said Mark, together with the goodwill associated with and symbolized by the Mark and the applications and registrations for the Mark.

IN WITNESS WHEREOF, Assignor has duly executed under seal and delivered this Assignment, effective as of 12:01 a.m. on August 1, 2008.

“Assignor”

MCCLATCHY U.S.A., INC., a Delaware corporation

By: 

Its: Patrick J. Talamantes  
Vice President

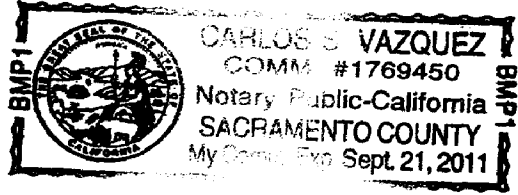
ACKNOWLEDGMENT

STATE OF CALIFORNIA            )  
COUNTY OF SACRAMENTO       )ss.

On 8/16/2008, before me, Carlos Vazquez,  
personally appeared Patrick Talamantes, ~~personally known to me~~ or  
proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to  
the within instrument and acknowledged to me that he/she/they executed the same in his/her/their  
authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity  
upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature 



**EXHIBIT A**

Mark:

U.S. Registration No.:

Real Cities

2303305