

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 Belo Company		02/08/2008	statutory trust: DELAWARE
RECEIVING PARTY DATA			
Name:	WVEC Television, Inc.		
Street Address:	400 South Record Street		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75202		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2781176	BETTER LIVING	
CORRESPONDENCE DATA			
Fax Number:	(202)776-2222		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-776-2929		
Email:	trademark@dowlohnes.com		
Correspondent Name:	Mitchell H. Stabbe, Esq.		
Address Line 1:	1200 New Hampshire Avenue, N.W.		
Address Line 2:	Suite 800		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
ATTORNEY DOCKET NUMBER:	13024.0023 WVEC-TV		
NAME OF SUBMITTER:	Mitchell H. Stabbe		
Signature:	/Mitchell H. Stabbe/		
Date:	01/29/2009		

OP \$40.00 2781176

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS AND TRADEMARK REGISTRATIONS

THIS AGREEMENT is effective as of 12:02 a.m., Central time, on February 8, 2008, by and between The Belo Company, a Delaware statutory trust with an address at Suite 41, Silverside Carr Executive Center, 501 Silverside Road, Wilmington, Delaware 19809 ("ASSIGNOR"), and WVEC Television, Inc., a Delaware corporation, with an address at 400 South Record Street, Dallas, Texas 75202 ("ASSIGNEE").

WHEREAS, ASSIGNOR is the exclusive owner of, and has adopted and used, the trademarks and service marks listed in Appendix A (the "Marks") for which it owns federal registrations and/or applications in the United States Patent and Trademark Office; and

WHEREAS, ASSIGNEE is desirous of acquiring said Marks and the registrations thereof and applications therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR does hereby:

1. Assign, sell and transfer to ASSIGNEE, its successors and assigns, all of its rights, title, and interest in and to said Marks, together with the goodwill of the business symbolized by and associated with said Marks and the registrations thereof and applications therefor, together with the right of ASSIGNOR to take action, claim relief, and recover damages in respect of infringements occurring prior to the date of this Agreement; and

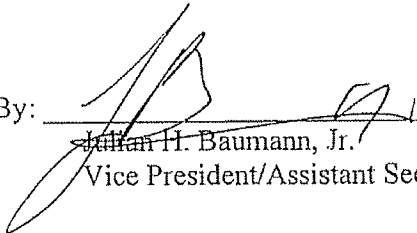
2. Covenant to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and other papers and take any actions necessary to perfect and vest such rights, title, and interest in ASSIGNEE, its successors and assigns. If ASSIGNEE, its successors or assigns, shall desire to file any continuation applications based upon any of said Marks, or to file a disclaimer relating thereto, ASSIGNOR will upon request, sign all papers, make all rightful oaths and do all lawful acts requisite for the filing of such continuation application or such application for extension or reissue and the procuring thereof, and for the filing of such disclaimer, without further compensation but at the expense of ASSIGNEE, its successors or assigns.

[SIGNATURE PAGE TO FOLLOW]

IN TESTIMONY WHEREOF, ASSIGNOR has executed this Assignment by a duly authorized officer.

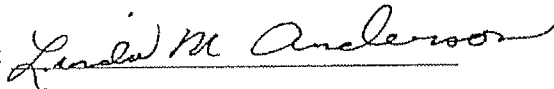
Dated: February 8, 2008

THE BELO COMPANY

By: 
Julian H. Baumann, Jr.
Vice President/Assistant Secretary

State of Delaware)
) ss:
County of New Castle)

On this 8th day of February, 2008, before me appeared Julian H. Baumann, Jr., having the title Vice President/Assistant Secretary of The Belo Company, known by me to be the person of the above name, who signed the foregoing instrument in the capacity designated, and acknowledged the same to be his own free act and deed.

Notary Public: 

Notary Seal:

LINDA M. ANDERSON
Notary Public - State of Delaware
My Comm. Expires June 30, 2010

APPENDIX A
TRADEMARKS AND SERVICE MARKS

Mark	Jurisdiction	Class	Registration Number	Registration Date
Better Living	U.S.	41	2781176	8/19/2003

DALLAS: 0508218 80002: 1661290v4

RECORDED: 01/29/2009

TRADEMARK
REEL: 003926 FRAME: 0005