

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
Hearst Holdings, Inc.		01/01/2009	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Hearst Communications, Inc.
Street Address:	300 West 57th St.
City:	New York
State/Country:	NEW YORK
Postal Code:	10019
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	2693701	BUFFALOTALKS
Registration Number:	2825450	CITYTALKS
Registration Number:	1782882	GO AHEAD USE ME EVERYONE ELSE DOES
Registration Number:	1835656	
Registration Number:	2822392	
Registration Number:	2740178	MORE TO SAY
Registration Number:	2821903	MY BUFFALO
Registration Number:	3564314	TALKING PHONE BOOK
Registration Number:	1996500	THE TALKING PHONE BOOK
Registration Number:	3478306	THE TALKING PHONE BOOK

CORRESPONDENCE DATA

Fax Number: (212)649-2035
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 212-649-2059

CH \$265.00 2693701

Email: bfitzpatrick@hearst.com
Correspondent Name: Bridgette Fitzpatrick
Address Line 1: 300 West 57th St.
Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER:	WHITE DIR. HHI TO HCI
NAME OF SUBMITTER:	Secretary
Signature:	/Catherine A, Bostron/
Date:	02/23/2009

Total Attachments: 2
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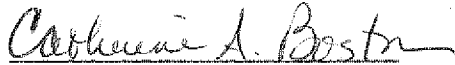
ASSIGNMENT OF TRADEMARKS

FOR GOOD AND VALUABLE CONSIDERATION, the receipt of which is hereby acknowledged, Hearst Holdings, Inc., a Delaware Corporation ("Assignor") located at 300 West 57th Street, New York, NY 10019, does hereby sell, assign and transfer to Hearst Communications, Inc., a Delaware Corporation ("Assignee"), located at 300 West 57th Street, New York, NY 10019, all of its rights, title and interest in and to the trademark applications and registrations (the "Trademarks") as listed on the attached Schedule, together with the goodwill of the business symbolized by the said Trademarks.

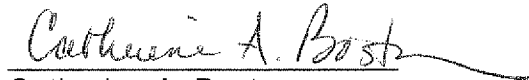
Executed at 300 West 57th Street, New York NY

As of This 1st day of January, 2009



By: Hearst Holdings, Inc.,
("Assignor")


Catherine A. Bostron
Secretary

By: Hearst Communications, Inc.
("Assignee")


Catherine A. Bostron
Secretary

SCHEDULE A

Registration No.	Trademark
2693701	BUFFALOTALKS
2825450	CITYTALKS
1782882	GO AHEAD USE ME EVERYONE ELSE DOES
1835656	
2822392	
2740178	MORE TO SAY
2821903	MY BUFFALO
1996500	THE TALKING PHONE BOOK
3478306	THE TALKING PHONE BOOK