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U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

Form PTO-1594 (Rev. 01-09)
OMB Collection 0651-0027 (exp. 02/28/2010)



103550789

To the Director of the U. S. Patent and Trademark Office

Documents or the new address(es) below.

1. Name of conveying party(ies):

Newsday, Inc.

- Individual(s)
- General Partnership
- Corporation- State: New York
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

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

Execution Date(s) May 5, 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: Hoy Publications, LLC

Internal

Address: _____

Street Address: 435 North Michigan Avenue

City: Chicago

State: Illinois

Country: U.S.A. Zip: 60611

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other LLC - Delaware

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)

2,389,531

Additional sheet(s) attached? Yes No

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

VIDA HOY

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

Name: Salvador K. Karottki

Internal Address: Tribune Company, Law Dept. 6th Floor

Street Address: 435 North Michigan Avenue

City: Chicago

State: Illinois Zip: 60611

Phone Number: 312-222-3290

Fax Number: 312-222-4206

Email Address: skarottki@tribune.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 to deposit account
- Enclosed

8. Payment Information:

Deposit Account Number 50-4841

Authorized User Name Salvador K. Karottki

9. Signature:

Signature

2-25-09
Date

Salvador K. Karottki

Name of Person Signing

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

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

03/03/2009 DRYRNE 00000006 004841 1000031
01 PU:8521 40.00 DA

TRADEMARK
REEL: 003946 FRAME: 0940

TRADEMARK ASSIGNMENT

WHEREAS, Newsday, Inc., a corporation organized and existing under the laws of New York (the "**Assignor**"), has adopted the trademark VIDA HOY and is the Registrant shown in U.S. Trademark Registration No. 2,389,531 (the "**Trademark**"), and of all of the goodwill of the business appurtenant thereto;

WHEREAS, Hoy Publications, LLC (the "**Assignee**"), is a limited liability company organized and existing under the laws of Delaware; and

WHEREAS, Assignor wishes to assign the Trademark to Assignee and to memorialize said assignment herein.

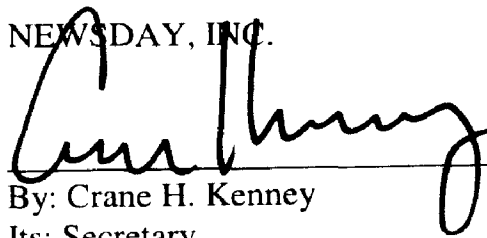
NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for valuable and legally sufficient consideration, the receipt and legal sufficiency of which is hereby acknowledged, the Assignor has sold, assigned and transferred and by these presents does sell, assign and transfer unto the Assignee, the entire right, title and interest in and to the Trademark, and in and to all of the goodwill of the business appurtenant thereto, together with all claims for damages by reason of infringement of same, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, and together with the entire business owned and/or operated by Assignor to which the Trademark pertains;

AND, the Assignor hereby warrants and covenants that it has full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreements inconsistent herewith.

AND, Assignor agrees to execute any instruments and to perform any acts which may be necessary to fully effectuate and record this Assignment.

IN TESTIMONY WHEREOF, the Assignor has executed this Assignment this 5th day of May 2008.

NEWSDAY, INC.



By: Crane H. Kenney
Its: Secretary

CERTIFICATE OF ACKNOWLEDGMENT

STATE OF IL)
COUNTY OF COOK) SS.

I, Susan Fahey, a Notary Public in and for the County and State aforesaid, do hereby certify that Crane H. Kenney, the Secretary of Newsday, Inc., personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that he signed, sealed and delivered the said instrument as a free act and deed with authority to do so.

5th day of May, 2008. IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this

Susan Fahey
Notary Public

Commission Expires: 08/10/09

