

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
Weather Central Holdings, Inc.		08/12/2009	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Weather Central, LLC		
Street Address:	401 Charmany Drive		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53719		
Entity Type:	LIMITED LIABILITY COMPANY: WISCONSIN		
PROPERTY NUMBERS Total: 20			
Property Type	Number	Word Mark	
Registration Number:	2989097	MAGICTRAK	
Registration Number:	2986446	WCINTERACTIVE	
Registration Number:	2984172	SCREENWRITER	
Registration Number:	2634973	WALKONWEATHER	
Registration Number:	2624760	WEATHER CENTRAL, INC.	
Registration Number:	2685695	PERSONAL MICROCAST	
Registration Number:	2590507	STORMSENTINEL	
Registration Number:	2210567	A.D.O.N.I.S. FUTURECAST	
Registration Number:	2553075	SPORTSWRITER	
Registration Number:	2638019	A.D.O.N.I.S. MICROCAST	
Registration Number:	2063922	SKYTRAK	
Registration Number:	2525133	METROCAST	
Registration Number:	2547209	METVISION	
Registration Number:	2836117	MXWEATHERSPAN DOPPLERCAST	

OP \$515.00 2989097

Registration Number:	2798660	MXWEATHERSPAN RT
Registration Number:	2792385	MXWEATHERSPAN STORMCOMMANDER
Registration Number:	2870306	MXWEATHERSPAN X
Registration Number:	3580461	LIVE:WIRE
Serial Number:	78757381	FUTURECAST
Serial Number:	77528274	ESP:LIVE

CORRESPONDENCE DATA

Fax Number: (414)297-4900
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 414-297-5723
Email: ptomailmilwaukee@foley.com
Correspondent Name: Richard J. McKenna
Address Line 1: Foley & Lardner LLP
Address Line 2: 777 E. Wisconsin Avenue
Address Line 4: Milwaukee, WISCONSIN 53202-5306

ATTORNEY DOCKET NUMBER:	067808-0102
NAME OF SUBMITTER:	Jill M. Schenk
Signature:	/Jill M. Schenk/
Date:	09/30/2009

Total Attachments: 3
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U.S. TRADEMARK ASSIGNMENT

WHEREAS, Weather Central Holdings, Inc., a Corporation in the state of Wisconsin (hereinafter "Assignor") is the current owner of the trademark registrations and all associated rights in the marks listed on the attached Schedule A (the "Marks"); and

WHEREAS, Weather Central, LLC, a Limited Liability Company in the state of Wisconsin (hereinafter "Assignee") wishes to acquire the Marks together with the goodwill of the business in connection with which the Marks are used;

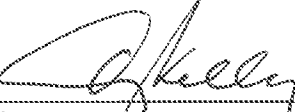
NOW, THEREFORE, in consideration of and in exchange for \$1.00 and other valuable and legally sufficient consideration, the receipt of which Assignor hereby acknowledges, Assignor hereby agrees to and does sell, assign and transfer to Assignee its entire right, title and interest in and to the Marks together with the goodwill of the business to which the Marks pertain, as well as all rights of enforcement and recovery for past infringement. Assignor further agrees to take all reasonable and necessary steps to implement the provisions of this assignment.

IN WITNESS WHEREOF, a duly authorized officer of Assignor has executed this agreement on the date listed below.

Weather Central Holdings, Inc.

Weather Central, LLC

By: 
Print Name:

By: 
Print Name:

Title: Chairman & CEO

Title: Chairman & CEO

Date: 8/12/09

Date: 8/12/09

SCHEDULE A

TRADEMARK REGISTRATIONS

<u>TRADEMARK</u>	<u>REG. NO.</u>
MAGICTRAK	2,989,097
WCINTERACTIVE	2,986,446
SCREENWRITER	2,984,172
WALKONWEATHER	2,634,973
WEATHER CENTRAL, INC.	2,624,760
PERSONAL MICROCAST & Design	2,685,695
STORMSENTINEL	2,590,507
A.D.O.N.I.S. FUTURECAST	2,210,567
SPORTSWRITER	2,553,075
A.D.O.N.I.S. MICROCAST	2,638,019
SKYTRAK	2,063,922
METROCAST	2,525,133
METVISION	2,547,209
MXWEATHERSPAN	2,772,354
MXWEATHERSPAN DOPPLERCAST	2,836,117
MXWEATHERSPAN METROCAST	2,770,005
MXWEATHERSPAN RT	2,798,660
MXWEATHERSPAN STORMCOMMANDER	2,792,385
MXWEATHERSPAN X	2,870,306
LIVE:WIRE	3,580,461

PENDING TRADEMARK APPLICATIONS

<u>TRADEMARK</u>	<u>APPLICATION. NO.</u>
FUTURECAST	78/757381
ESP:LIVE	77/528274