

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
The Journal Company		02/08/2010	CORPORATION: WISCONSIN

**RECEIVING PARTY DATA**

Name:	PrimeNet Direct Marketing Solutions, LLC
Street Address:	2100A Palmetto Street
City:	Clearwater
State/Country:	FLORIDA
Postal Code:	33765
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA

**PROPERTY NUMBERS Total: 14**

Property Type	Number	Word Mark
Serial Number:	77849724	PRIMENETPAY
Serial Number:	77817272	PRIMENCOA
Serial Number:	77825810	PRIMEEVENT
Serial Number:	77845031	PRIMECONFIRM
Serial Number:	77887859	123MARKETING
Serial Number:	77682145	PRIMESHIP
Registration Number:	3721919	123MAIL
Registration Number:	3722376	PRIMEFX
Registration Number:	2727262	PRIMELINK
Registration Number:	2695044	PRIMENET
Registration Number:	3563446	P PRIMENET DIRECT MARKETING SOLUTIONS
Registration Number:	2706438	PRIMESELECT
Registration Number:	2806194	RESNET
Registration Number:	2875271	MEGALOPE

OP \$365.00 77849724

CORRESPONDENCE DATA

Fax Number: (414)276-0458

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 414-276-5800

Email: mws@wbb-law.com

Correspondent Name: Mark W. Siler

Address Line 1: 700 North Water Street, Suite 1500

Address Line 4: Milwaukee, WISCONSIN 53202

NAME OF SUBMITTER:	Mark W. Siler
Signature:	/Mark W. Siler/
Date:	02/25/2010

Total Attachments: 3  
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## TRADEMARKS ASSIGNMENT

THIS TRADEMARKS ASSIGNMENT (the "Assignment"), made and entered into as of this 8<sup>th</sup> day of February, 2010 by and between The Journal Company, a corporation organized and existing under the laws of the State of Wisconsin and having its principal place of business at 333 West State Street, Milwaukee, Wisconsin 53203, ("Assignor"), and PrimeNet Direct Marketing Solutions, LLC, a limited liability company organized and existing under the laws of the State of Florida and having its principal place of business at 2100 Palmetto Road, Clearwater, Florida 33765 ("Assignee")

### RECITALS

A. Assignor, Assignee and Journal Communications, Inc. have entered into an Asset Purchase Agreement dated February 8, 2010 (the "Asset Purchase Agreement") whereby Assignee has agreed to purchase and Assignor has agreed to sell certain assets of the Assignor, including, but not limited to, all of Assignor's right, title and interest in the trademarks and trade names identified in the applications and registrations listed on the attached Exhibit A (the "Marks"), along with the portion of Assignor's ongoing and existing business to which those trademarks pertain; and

B. Assignor is the owner of all right, title and interest in and to the Marks; and

C. Assignee is desirous of acquiring Assignor's entire right, title and interest in and to the Marks in connection with the transfer of that portion of the ongoing and existing business of Assignor to which the Marks pertain, and Assignor is desirous of transferring all of its right, title and interest in the Marks to Assignee;

NOW, THEREFORE, for the consideration set forth in the Asset Purchase Agreement, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee all of its worldwide right, title and interest in and to the Marks and the applications and registrations of the Marks, together with all of the goodwill related to the Marks, and the rights to enforce the Marks against all infringers, whether arising prior to or subsequent to the date of this Assignment, in the Assignee's name or in the name of the Assignor, as the Assignee shall determine, at the Assignee's sole expense and sole benefit, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and in any other jurisdiction, for the Assignee's own use and behalf and for its assignees, successors and legal representatives, the same to be held and enjoyed by the Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the Assignor.

THE JOURNAL COMPANY

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

STATE OF WISCONSIN )  
 ) ss.  
COUNTY OF MILWAUKEE )

On February 8, 2010, before me personally appeared Steven J. Smith, to me known, and known by me to be the same person described in and who executed the foregoing instrument, and acknowledged that he executed the same, of his own free will and for the purposes set forth.

Seal:

Signature of Notary Public: Susan M. Nelson  
Notary Public  
My commission expires: March 31, 2013

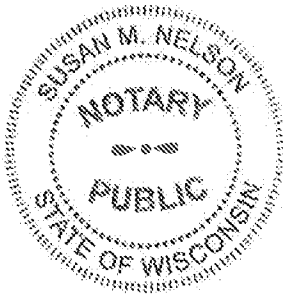


EXHIBIT A

TRADEMARK REGISTRATIONS

	<u>Title</u>	<u>Application/ Registration No.</u>	<u>Appl. Date/ Reg. Date</u>
1.	123MAIL	3,721,919	12/8/2009
2.	123MARKETING	77/887,859	12/7/2009
3.	PrimeCONFIRM	77/845,031	10/9/2009
4.	PRIMEEVENT	77/825,810	9/14/2009
5.	PRIMEFX	3,722,376	12/8/2009
6.	PRIMELINK	2,727,262	6/17/2003
7.	PRIMENCOA	77/817,272	9/1/2009
8.	PRIMENET	2,695,044	3/11/2003
9.	PRIMENET DIRECT MARKETING SOLUTIONS and Design	3,563,446	1/20/2009
10.	PRIMENETPAY	77/849,724	10/15/2009
11.	PRIMESELECT	2,706,438	4/15/2003
12.	PRIMESHIP	77/682,145	9/22/2009
13.	RESNET	2,806,194	1/20/2004
14.	MEGALOPE	2,875,271	8/17/2004

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