

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 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: 1

Property Type	Number	Word Mark
Registration Number:	2651193	PRIMETRACK

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 N. Water St. 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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**TRADEMARK
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment"), made and entered into as of this 11th 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. Assignee, The Journal Company 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 The Journal Company and Journal Communications, Inc. have agreed to sell certain assets of the Assignor, including, but not limited to, all of Assignor's right, title and interest in the registered trademark and trade name listed on the attached Exhibit A (the "Mark"); and

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

C. Assignee is desirous of acquiring Assignor's entire right, title and interest in and to the Mark, and Assignor is desirous of transferring all of its right, title and interest in the Mark 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 Mark and the registrations of the Mark, together with all of the goodwill related to the Mark, and the rights to enforce the Mark 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: [Signature]

Name: STEVEN J. SMILK

Title: CHAIRMAN & PRESIDENT

STATE OF WISCONSIN)
) ss.
COUNTY OF MILWAUKEE)

On February 11, 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:
Notary Public
My commission expires:

Susan M. Nelson
Susan M. Nelson
March 31, 2013

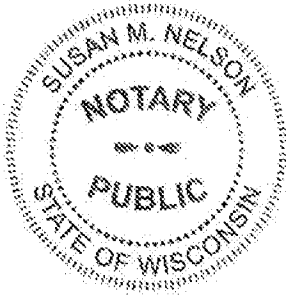


EXHIBIT A

TRADEMARK REGISTRATION

<u>Title</u>	<u>Registration No.</u>	<u>Date</u>
PRIMETRACK	2,651,193	9/16/2003

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