

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
News-Journal Corporation		03/31/2010	CORPORATION: FLORIDA

**RECEIVING PARTY DATA**

<b>Name:</b>	Halifax Media Acquisition LLC
<b>Street Address:</b>	111 Center Street, Ste 2500
<b>City:</b>	Little Rock
<b>State/Country:</b>	ARKANSAS
<b>Postal Code:</b>	72201
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 26**

Property Type	Number	Word Mark
Registration Number:	3348396	CODE RED
Registration Number:	3545814	CODE RED
Registration Number:	1915465	
Registration Number:	2908914	E.A.R.L. PRESS
Registration Number:	2638068	EARL PRESS
Registration Number:	2107429	FLAGLER/PALM COAST NEWS-TRIBUNE
Registration Number:	2593909	FUNCOAST REAL ESTATE
Registration Number:	3287695	HUNT FIND BUY
Registration Number:	3504345	MYTOPIA CAFE
Registration Number:	3489926	MYTOPIA CAFE
Registration Number:	2179722	NEIGHBORS
Registration Number:	3117929	NEWS-JOURNAL CENTER
Registration Number:	3117927	NEWS-JOURNAL CENTER
Registration Number:	3117928	NEWS-JOURNAL CENTER

**OP \$665.00 3348396**

Registration Number:	2682257	NIE WORLD
Registration Number:	2714427	NJ DIRECT MARKETING
Registration Number:	2378614	RAPID AD DELIVERY
Registration Number:	2786810	SPEED READING
Registration Number:	2813386	SPEED READING
Registration Number:	3290072	THE DAYTONA BEACH NEWS-JOURNAL
Registration Number:	2694251	THE DAYTONA BEACH NEWS-JOURNAL
Registration Number:	2654564	THE INDEPENDENT VOICE OF VOLUSIA AND FLAGLER COUNTIES
Registration Number:	3610652	THREE8SIX
Registration Number:	3610653	THREE8SIX.COM
Registration Number:	2152073	VOLUSIA REVIEW
Registration Number:	2980345	VOLUSIA/FLAGLER BUSINESS REPORT

**CORRESPONDENCE DATA**

Fax Number: (813)984-3070  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 813-984-3060  
Email: trademarks@tlolawfirm.com  
Correspondent Name: Karen Lee  
Address Line 1: PO Box 2602  
Address Line 4: Tampa, FLORIDA 33601

ATTORNEY DOCKET NUMBER:	NJC ASSIGNMENTS
NAME OF SUBMITTER:	Karen Lee
Signature:	/karen lee/
Date:	04/22/2010

**Total Attachments: 11**  
source=Halifax assignment document#page1.tif  
source=Halifax assignment document#page2.tif  
source=Halifax assignment document#page3.tif  
source=Halifax assignment document#page4.tif  
source=Halifax assignment document#page5.tif  
source=Halifax assignment document#page6.tif  
source=Halifax assignment document#page7.tif  
source=Halifax assignment document#page8.tif  
source=Halifax assignment document#page9.tif  
source=Halifax assignment document#page10.tif  
source=Halifax assignment document#page11.tif

## ASSIGNMENT AND ASSUMPTION OF BUSINESS INTELLECTUAL PROPERTY AGREEMENT

THIS ASSIGNMENT AND ASSUMPTION OF BUSINESS INTELLECTUAL PROPERTY AGREEMENT is dated as of March 31, 2010 (this "**Agreement**"), by and between News-Journal Corporation, a Florida corporation ("**NJC**"), Volusia Pennysaver, Inc, a Florida corporation ("**VPI**") (NJC and VPI, collectively, "**Seller**"), and Halifax Media Acquisition LLC, a Delaware limited liability company ("**Buyer**").

### R E C I T A L S:

A. Seller and Buyer have entered into an Asset Purchase Agreement dated December 30, 2009 (the "**Purchase Agreement**"), pursuant to which Seller has agreed to sell, transfer and deliver, and Buyer has agreed to purchase, acquire and accept the Business Intellectual Property, including the registered Business Intellectual Property listed on Schedule 1 hereto and the goodwill of the business symbolized thereby, upon the terms and conditions set forth in the Purchase Agreement. All capitalized terms used herein which are not otherwise defined herein shall have the meanings ascribed to them in the Purchase Agreement.

### A G R E E M E N T S:

In consideration of the above recitals, the transactions contemplated by the Purchase Agreement and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignment. Seller hereby sells, transfers, assigns and delivers to Buyer all right, title and interest of Seller in and to the Business Intellectual Property and the goodwill of the business symbolized thereby, free and clear of all Encumbrances, to be held and enjoyed by Buyer for its own use and benefit and for the use and benefit of its parents, subsidiaries, affiliates, successors, assigns, licensees and legal representatives, as such rights would have been held and enjoyed by Seller had this Agreement not been made. Notwithstanding anything contained herein or in the Purchase Agreement to the contrary, Seller does not hereby sell, transfer or deliver to Buyer any Excluded Asset by this Agreement.

2. Assumption. Buyer hereby purchases, acquires and accepts the sale, transfer, assignment and delivery of the Business Intellectual Property.

3. Purchase Agreement. This Agreement is executed and delivered pursuant to the Purchase Agreement and in all respects is subject to the covenants, representations, warranties and other provisions thereof. No provision set forth in this Agreement shall be deemed to enlarge, alter or amend the terms or provisions of the Purchase Agreement. In the event of any conflict between the provisions of this Agreement and the provisions of the Purchase Agreement, the provisions of the Purchase Agreement shall control.

4. Further Assurances. Seller and Buyer shall execute and deliver such further instruments of sale, transfer and assignment or assumption as may be reasonably requested by the other to vest in Buyer such title to such Business Intellectual Property and to consummate the

assumption thereof, and to otherwise fulfill and discharge each party's obligations of conveyance and discharge hereunder and under the Purchase Agreement.

5. Successors and Assigns; Benefit and Binding Effect. The terms and conditions of this Agreement shall be binding upon and inure to the benefit of successors and permitted assigns of Buyer and Seller under the Purchase Agreement.

6. Governing Law. This Agreement shall be governed, construed and enforced in accordance with the internal laws of the State of Delaware, without regard to the choice of law provisions or conflicts of law principles of such state.

7. Counterparts. This Agreement may be signed in any number of counterparts with the same effect as if the signature on each such counterpart were upon the same instrument, and a facsimile or portable document format (pdf) transmission shall be deemed to be an original signature for all purposes under this Agreement.

IN WITNESS WHEREOF, the parties hereto have duly executed this Assignment and Assumption of Business Intellectual Property Agreement as of the date first above written.

**BUYER:**

**HALIFAX MEDIA ACQUISITION LLC**

By: Jackson Farrow Jr.  
Name: Jackson Farrow Jr.  
Title: Manager

**SELLER:**

**NEWS-JOURNAL CORPORATION**

By: \_\_\_\_\_  
Name: James W. Hopson  
Title: Receiver

**VOLUSIA PENNYSAVER, INC.**

By: \_\_\_\_\_  
Name: James W. Hopson  
Title: Receiver

[Signature Page to Assignment and Assumption of Business Intellectual Property Agreement]

IN WITNESS WHEREOF, the parties hereto have duly executed this Assignment and Assumption of Business Intellectual Property Agreement as of the date first above written.

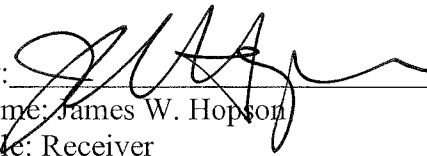
**BUYER:**

**HALIFAX MEDIA ACQUISITION LLC**

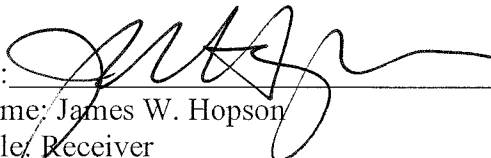
By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**SELLER:**

**NEWS-JOURNAL CORPORATION**

By:  \_\_\_\_\_  
Name: James W. Hopson  
Title: Receiver

**VOLUSIA PENNYSAVER, INC.**

By:  \_\_\_\_\_  
Name: James W. Hopson  
Title: Receiver

## SCHEDULE 1

### REGISTERED BUSINESS INTELLECTUAL PROPERTY

#### Federal Trademark Registrations

<u>Mark</u>	<u>Owner</u>	<u>Status</u> <u>Int'l Class</u>	<u>Application</u> <u>Number</u>	<u>Registration</u> <u>Number/Date</u>
CODE RED	NJC	Registered 16	78/895353	3348396 04-Dec-2007
CODE RED	NJC	Registered 35	77/178415	3545814 16-Dec-2008
COMPLETE PHONE BOOK	VPI	Registered 16	75/227080	2156440 12-May-1998
Design only (computer & sun)	NJC	Renewed 38	74/548587	1915465 29-Aug-1995
E.A.R.L. PRESS & Design	NJC	Registered 21 & 25	76/010796	2908914 07-Dec-2004
EARL PRESS & Design	NJC	8 & 15 accepted 41	75/981684	2638068 22-Oct-2002
FLAGLER/PALM COAST NEWS- TRIBUNE	NJC	Registered 16	75/217516	2107429 21-Oct-1997
FUNCOAST REAL ESTATE	NJC	8 & 15 accepted 16, 35 & 42	76/145952	2593909 16-Jul-2002
GREATER ST. AUGUSTINE COMPLETE PHONE BOOK	VPI	Registered 16	75/227081	2156441 12-May-1998
HUNT FIND BUY	NJC	Registered 35	77/053713	3287695 04-Sep-2007
MYTOPIA CAFÉ	NJC	Registered 42	77/377488	3504345 23-Sep-2008
MYTOPIA CAFÉ	NJC	Registered 41	77/259557	3489926 19-Aug-2008
NEIGHBORS	NJC	Registered 16	75/217513	2179722 04-Aug-1998
NEWS-JOURNAL CENTER	NJC	Registered 43	78/324493	3117929 18-Jul-2006
NEWS-JOURNAL CENTER	NJC	Registered 35	78/324491	3117927 18-Jul-2006

<u>Mark</u>	<u>Owner</u>	<u>Status Int'l Class</u>	<u>Application Number</u>	<u>Registration Number/Date</u>
NEWS-JOURNAL CENTER	NJC	Registered 41	78/324492	3117928 18-Jul-2006
NIE WORLD	NJC	Registered 41 & 42	76/075847	2682257 04-Feb-2003
NJ DIRECT MARKETING	NJC	Registered 35	76/308860	2714427 06-May-2003
RAPID AD DELIVERY & Design	NJC	8 & 15 accepted 35	75/563807	2378614 22-Aug-2000
SPEED READING	NJC	Registered 16	75/981300	2786810 25-Nov-2003
SPEED READING	NJC	Registered 41	76/123016	2813386 10-Feb-2004
THE DAYTONA BEACH NEWS- JOURNAL (stylized)	NJC	Registered 16 (35 cancelled)	77/059844	3290072 11-Sep-2007
THE DAYTONA BEACH NEWS- JOURNAL	NJC	Registered 16	76/354994	2694251 04-Mar-2003
THE INDEPENDENT VOICE OF VOLUSIA AND FLAGLER COUNTIES	NJC	Registered 16 & 42	78/100229	2654564 26-Nov-2002
THREE8SIX	NJC	Registered 35, 41 & 45	77/549000	3610652 21-Apr-2009
THREE8SIX.COM	NJC	Registered 35, 41 & 45	77/549001	3610653 21-Apr-2009
VOLUSIA REVIEW	NJC	Registered 16	75/227079	2152073 21-Apr-1998
VOLUSIA/FLAGLER BUSINESS REPORT	NJC	Registered 16	78/484709	2980345 26-Jul-2005



**State of Florida Trademark Registrations**

<u>Mark</u>	<u>Owner</u>	<u>Status Int'l Class</u>	<u>Registration Number/Date</u>
CODE RED	NJC	Registered 16 & 35	T06000001619 15-Dec-2006
COMPLETE PHONE BOOK	VPI	Registered 16	T97000000111 03-Feb-1997
E.A.R.L. & Design of a cartoon character computer with a tie, glasses and hat with a tag on it with the word "Press"	NJC	Registered 9, 16 & 42	T00000000338 24-Mar-2000
FLAGLER/PALM COAST NEWS-TRIBUNE	NJC	Registered 16	T97000000210 25-Feb-1997
FUNCOASTING	NJC	Registered 16 & 35	T01000000780 20-Jul-2001
GREATER ST. AUGUSTINE COMPLETE PHONE BOOK	VPI	Registered 16	T97000000203 25-Feb-1997
NEIGHBORS	NJC	Registered 16	T97000000572 23-May-1997
NEWS-JOURNAL CENTER	NJC	Registered 35, 41 & 42	T06000001624 15-Dec-2006
NIeworld	NJC	Registered 9, 16, 41 & 42	T00000000673 19-Jun-2000
NJ DIRECT MARKETING	NJC	Registered 35	T06000001623 15-Dec-2006
PENNYSAVER (word together with a male figure with money on and about the figure)	VPI	Registered 16	924237 06-Apr-1981
PENNYSAVER (written script and outlined)	VPI	Registered 16	T97000000208 27-Feb-1997
THE DAYTONA BEACH NEWS-JOURNAL & Design (2-line)	NJC	Registered 35 & 42	T01000001222 04-Dec-2001
THE DAYTONA BEACH NEWS-JOURNAL & Design (3-line)	NJC	Registered 16, 35 & 42	T01000001221 04-Dec-2001
THE INDEPENDENT VOICE OF VOLUSIA AND FLAGLER COUNTIES	NJC	Registered 16 & 42	T01000001223 04-Dec-2001
VOLUSIA REVIEW	NJC	Registered 16	T97000000202 25-Feb-1997

**Domain Names**

<b>Domain Name</b>	<b>Account No.</b>	<b>Expiration Date</b>	<b>Account Holder</b>
completephonebook.com	24711991	6/7/2010	The Complete Phone Book
daytonabeachgardenshow.com	24710891	10/13/2010	NJC
daytonahomeshow.com	30734301	4/25/2010	NJC
dbnjshows.com	30734301	1/31/2011	NJC
floridapennysavers.biz	30734301	12/14/2012	NJC
floridapennysavers.com	24707854	8/10/2010	VPI
go386.com	30734301	8/4/2012	NJC
mytopiacafe.com	30734301	7/24/2013	NJC
n-jcenter.biz	30734301	11/18/2012	NJC
n-jcenter.com	30734301	11/16/2012	NJC
neighborhood-journal.com	30734301	4/25/2010	NJC
news-journalautos.com	30734301	1/17/2012	NJC
news-journalcoupons.com	30734301	11/5/2011	NJC
news-journalonline.biz	30734301	11/18/2012	NJC
news-journalonline.com	24697451	5/17/2010	NJC
news-journalrenewals.com	30734301	2/25/2012	NJC
news-jrnl.biz	30734301	12/14/2012	NJC
news-jrnl.com	30734301	10/25/2010	NJC
nieworld.biz	30734301	11/18/2012	NJC
nieworld.com	30734301	9/11/2010	NJC
njdirect.biz	30734301	11/8/2011	NJC
njdirectmarketing.com	30734301	2/11/2010	NJC
njonthego.com	30734301	7/18/2013	NJC
njrapidad.biz	30734301	11/7/2011	NJC
njrapidad.com	24697296	2/23/2011	NJC
psavers.biz	30734301	12/14/2012	NJC
psavers.com	21329517	7/14/2011	VPI
rapidad.com	30734301	6/3/2012	NJC
thepennysavers.com	30734301	6/15/2012	NJC
three&six.com	30734301	7/31/2010	NJC
threeightsix.com	30734301	1/7/2012	NJC
vfbr.com	30734301	7/27/2014	NJC
volusiaflaglerbusinessreport.com	30734301	7/27/2014	NJC

**State of Florida Fictitious Name Registrations**

<b><u>Name</u></b>	<b><u>Owner</u></b>	<b><u>Registration Date</u></b>	<b><u>Registration Number</u></b>
FLAGLER/PALM COAST NEWS-TRIBUNE	NJC	06-Jan-1997	G97006900057
GREATER ST. AUGUSTINE PHONE BOOK	VPI	04-Jan-2006	G06004900742
NEIGHBORS	NJC	06-Jan-1997	G97006900056
<b><u>Name</u></b>	<b><u>Owner</u></b>	<b><u>Registration Date</u></b>	<b><u>Registration Number</u></b>
NJ DIRECT MARKETING	NJC	26-Dec-2001	G01360900398
PENNYSAVER	VPI	06-Jan-1997	G97006900055
THE COMPLETE PHONE BOOK	VPI	18-Dec-1992	G92353000476
VOLUSIA REVIEW	NJC	31-Jan-2002	G02031900098
VOLUSIA/FLAGLER BUSINESS REPORT	NJC	20-Sep-2004	G04264900307
WEST VOLUSIA PENNYSAVER	VPI	04-Jan-2006	G06004900753

**Copyrights**

<b><u>Copyright</u></b>	<b><u>Owner</u></b>	<b><u>Application Date</u></b>	<b><u>Registration No.</u></b>	<b><u>Registration Date</u></b>	<b><u>Date of Publication of First and Last Issues in Group</u></b>
THE DAYTONA BEACH NEWS-JOURNAL	NJC	November 24, 2009	TX 6-700-164	October 15, 2009	September 1, 2009 – September 31, 2009
THE DAYTONA BEACH NEWS-JOURNAL	NJC	October 15, 2009	TX 6-685-657	October 15, 2009	August 1, 2009 – August 31, 2009
THE DAYTONA BEACH NEWS-JOURNAL	NJC	September 6, 2009	TX 6-685-697	September 6, 2009	July 1, 2009 – July 31, 2009
THE DAYTONA BEACH NEWS-JOURNAL	NJC	August 13, 2009	TX 6-685-231	August 13, 2009	June 1, 2009 – June 30, 2009
THE DAYTONA BEACH NEWS-JOURNAL	NJC	July 16, 2009	TX 6-683-982	July 16, 2009	May 1, 2009 – May 31, 2009
THE DAYTONA BEACH NEWS-JOURNAL	NJC	June 11, 2009	TX 6-679-367	June 11, 2009	April 1, 2009 – April 30, 2009
THE DAYTONA BEACH NEWS-JOURNAL	NJC	June 11, 2009	TX 6-679-356	June 11, 2009	March 1, 2009 – March 31, 2009
THE DAYTONA BEACH NEWS-JOURNAL	NJC	May 21, 2009	TX 6-679-489	May 21, 2009	February 1, 2009 – February 28, 2009
THE DAYTONA BEACH NEWS-JOURNAL	NJC	April 28, 2009	TX 6-679-520	April 28, 2009	January 1, 2009 – January 31, 2009
THE DAYTONA BEACH NEWS-JOURNAL	NJC	April 1, 2009	TX 6-631-655	April 1, 2009	December 1, 2008 – December 31, 2008
THE DAYTONA BEACH NEWS-JOURNAL	NJC	February 9, 2009	TX 6-631-825	February 9, 2009	November 1, 2008 – November 30, 2008
THE DAYTONA BEACH NEWS-JOURNAL	NJC	January 5, 2009	TX 6-665-075	January 5, 2009	October 1, 2008 – October 31, 2008
THE DAYTONA BEACH NEWS-JOURNAL	NJC	November 6, 2008	TX 6-665-143	November 6, 2008	September 1, 2008 – September 30, 2008
THE DAYTONA BEACH NEWS-JOURNAL	NJC	September 29, 2008	TX 6-685-289	September 29, 2008	August 1, 2008 – August 31, 2008
THE DAYTONA BEACH NEWS-	NJC	September 25, 2008	TX 6-662-597	September 25, 2008	July 1, 2008 – July 31, 2008

<u>Copyright</u>	<u>Owner</u>	<u>Application Date</u>	<u>Registration No.</u>	<u>Registration Date</u>	<u>Date of Publication of First and Last Issues in Group</u>
JOURNAL					
THE DAYTONA BEACH NEWS-JOURNAL	NJC	August 15, 2008	TX 6-662-651	August 15, 2008	June 1, 2008 – June 30, 2008
THE DAYTONA BEACH NEWS-JOURNAL	NJC	July 18, 2008	TX 6-664-760	July 18, 2008	May 1, 2008– May 31, 2008
THE DAYTONA BEACH NEWS-JOURNAL	NJC	June 19, 2008	TX 6-661-253	June 19, 2008	April 1, 2008– April 30, 2008
THE DAYTONA BEACH NEWS-JOURNAL	NJC	May 6, 2008	TX 6-662-603	May 6, 2008	March 1, 2008 – March 31, 2008
THE DAYTONA BEACH NEWS-JOURNAL	NJC	May 6, 2008	TX 6-662-453	May 6, 2008	February 1, 2008 – February 29, 2008
THE DAYTONA BEACH NEWS-JOURNAL	NJC	March 3, 2008	TX 6-648-699	March 3, 2008	January 1, 2008 – January 31, 2008, 2008