

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
Welcome Wagon International Inc.		07/22/2010	CORPORATION: NEW YORK
Move, Inc.	FORMERLY Homestore.com, Inc.	07/22/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	SFM Acquisition LLC		
Street Address:	5830 Coral Ridge Drive, Suite 240		
City:	Coral Springs		
State/Country:	FLORIDA		
Postal Code:	33076		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 18			
Property Type	Number	Word Mark	
Registration Number:	1545596	A TRADITION OF NEW BEGINNINGS	
Registration Number:	1545780	A TRADITION OF NEW BEGINNINGS	
Registration Number:	1516631	AMERICA'S NEIGHBORHOOD TRADITION	
Registration Number:	1550487	AMERICA'S NEIGHBORHOOD TRADITION	
Registration Number:	1562499	CAMPUS WELCOME	
Registration Number:	1554012	CAMPUS WELCOME	
Registration Number:	1551215	EXTEND THE HAND OF FRIENDSHIP TO SOMEONE TODAY	
Registration Number:	2405286	GETKO	
Registration Number:	0783377	GETTING TO KNOW YOU	
Registration Number:	1551411	GIFTSINTERNATIONALINC.	
Registration Number:	1550560	GIFTS INTERNATIONAL INC.	
Registration Number:	0847884	WELCOME WAGON	
Registration Number:	0884785	WELCOME WAGON	

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Registration Number:	0890258	WELCOME WAGON
Registration Number:	2338026	WELCOME WAGON
Registration Number:	2604984	
Registration Number:	2906120	WELCOME WAGON
Registration Number:	1539506	WELCOME WAGON INTERNATIONAL, INC. SPONSOR

CORRESPONDENCE DATA

Fax Number: (312)569-3459
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312-569-1459
Email: ipdocketchicago@dbr.com
Correspondent Name: Drinker Biddle & Reath LLP
Address Line 1: 191 N. Wacker Drive, Suite 3700
Address Line 2: c/o Melissa S. Dillenbeck, Esq.
Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	184294-447669
NAME OF SUBMITTER:	Melissa S. Dillenbeck
Signature:	/Melissa S. Dillenbeck/
Date:	10/19/2010

Total Attachments: 4
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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT (“**Trademark Assignment**”), made as of July 22, 2010, is made by the undersigned (“**Assignor(s)**”) in favor of SFM Acquisition LLC, a Delaware limited liability company and wholly-owned subsidiary of South Florida Media Group LLC (“**Assignee**”).

WHEREAS, one of the Assignors or the other is the owner of record of such registrations and registration applications as are on file with the United States Patent and Trademark Office and listed in Schedule 1 attached hereto and made a part hereof (collectively, the “**Registrations**”) and one of the Assignors or the other is using, has used or at one time intended to use the trademarks, service marks or other marks listed in said Schedule 1 (collectively, the “**Marks**”); and

WHEREAS, Assignee wishes to acquire, and Assignor wishes to assign, all of each Assignor’s entire right, title and interest in and to the Registrations and Marks and in and to any and all goodwill connected with and symbolized by such Registrations and Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each Assignor does hereby sell, grant, assign, transfer, convey and deliver to Assignee all of its right, title and interest in and to the Registrations and Marks and in and to any and all goodwill connected with and symbolized by such Registrations and Marks.

The terms and covenants of this Trademark Assignment shall inure to the benefit of Assignee and its successors and assigns, and shall be binding upon each applicable Assignor and its successors and assigns. This Assignment may be executed in multiple counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument. Execution and delivery of this Trademark Assignment by facsimile copies bearing the facsimile signature of a party hereto shall constitute a valid and binding execution and delivery of this Trademark Assignment by such party. Such facsimile copies shall constitute enforceable original documents.

IN WITNESS WHEREOF, each Assignor has caused this Trademark Assignment to be signed and executed by its duly authorized officer or agent on the date first written above.

MOVE, INC. (f/k/a Homestore.com, Inc.)

WELCOME WAGON INTERNATIONAL INC.

By: James S. Caulfield

By: James S. Caulfield

Name: James S. Caulfield



Name: James S. Caulfield

Its: EVP




Its: EVP

Attachment: Schedule 1 (three pages).

SCHEDULE 1

Mark	First Use	Serial or Reg. No.	Classes/Goods
A TRADITION OF NEW BEGINNINGS®	11/30/1987	1,545,596	35: promoting the sale of the goods and services of others by personal visits, group meetings or other contact at which time representative gifts or gift certificates from participating merchants may be offered and information about participating merchants or professionals, civic or social information and public and human relation services are extended
A TRADITION OF NEW BEGINNINGS®	11/30/1987	1,545,780	42: community services in bringing civic, social and commercial information to the public through personal visits, group meetings or other contact
AMERICA'S NEIGHBORHOOD TRADITION®	02/13/1978	1,516,631	35: promoting the sale of the goods and services of others by personal visits, group meetings or other contact at which time representative gifts or gift certificates from participating merchants or professionals may be offered and information about participating merchants or professionals, civic or social information and public and human relation services are extended
AMERICA'S NEIGHBORHOOD TRADITION®	02/13/1978	1,550,487	35: community services in bringing civic, social and commercial information to the public through personal visits, group meetings or other contact
CAMPUS WELCOME® (and design) 	03/00/1978	1,562,499	35: community services in bringing civic, social and commercial information to the public through personal visits, group meetings or other contact
CAMPUS WELCOME® (and design) 	03/00/1978	1,554,012	35: promoting the sale of the goods and services of others by personal visits, group meetings or other contact at which time representative gifts or gift certificates from participating merchants or professionals may be offered and information about participating merchants or professionals, civic or social information and public and human relation services are extended
EXTEND THE HAND OF FRIENDSHIP TO SOMEONE TODAY®	04/11/1980	1,551,215	35: community services in bringing civic, social and commercial information to the public through personal visits, group meetings or other contact

Mark	First Use	Serial or Reg. No.	Classes/Goods
GETKO®	04/27/1998	2,405,286	35: promoting and advertising the goods and services of others by distributing to newcomers in an area, including new residents, new parents, newlyweds and new retirees, a welcoming package which includes a directory of merchants participating in the program and/or gift certificates from participating merchants; by providing direct mail advertising services; by providing mailing services, namely, preparing mailing lists and labels, preparing advertising/promotional material for mailing and handling and sorting of printed materials for mailing; by providing database list sources and services, namely, appending demographic and lifestyle information, preparing lists selections to maximize deliverability and minimize mailing costs; and providing information an advertising by mean of an on-line global computer network in the field of marketing to new homeowners an newcomers in an area 42: designing and printing services for others in the field of direct mail advertising
GETTING TO KNOW YOU®	04/18/1963	0783377	35: promoting the sale of the goods and services of others by distributing to newcomers to an area, a directory of the names, addresses and phone numbers of those merchants participating in the plan and by distributing to newcomers a number of gift certificates from the aforementioned merchants
GIFTSINTERNATIONAL INC.® (stylized) giftsinternational inc.	07/00/1975	1,551,411	42: custom imprinting of products for use in advertising the goods and services of others, and related consulting services; and mail and telephone order services and personal solicitation of orders for imprinted and unimprinted products and advertising specialty items for use in advertising the goods and services of others
GIFTS INTERNATIONAL INC.®	07/00/1975	1,550,560	42: custom imprinting of products for use in advertising the goods and services of others, and related consulting services; and mail and telephone order services and personal solicitation of orders for imprinted and unimprinted products and advertising specialty items for use in advertising the goods and services of others
WELCOME WAGON®	07/00/1928	0,847,884	38: magazines, manuals, and instruction and information booklets and leaflets
WELCOME WAGON®	07/00/1928	0,884,785	35: services, in behalf of commercial sponsors, to promote sale of their products or services, presenting personal greetings accompanied usually by gifts to persons who are newcomers to a community or a neighborhood, or who are newly engaged or are new mothers, or who may otherwise qualify for special recognition
WELCOME WAGON®	00/00/1930	0,890,258	42: organizing clubs, the membership of which is comprised of recipients of home visits by service representatives, the purpose of the clubs including the development of civic and social involvement by its members and the working toward community betterment in these respects in specific projects

Mark	First Use	Serial or Reg. No.	Classes/Goods
WELCOME WAGON®	06/00/1996	2,338,026	35: Promoting the goods and services of others by providing a homeowner greeting program through an on-line global computer network, home visits and group meetings that connects new community members with merchants and provides merchant information, that provides civic, religious, social and other community information, and that entitles new community members to receive offers and discounts on a wide range of consumer products and services from participating merchants through an on-line global computer network, home visits and group meetings
WELCOME WAGON (gift house only)® 	05/05/2000	2,604,984	35: Promoting the goods and services of others by providing a homeowner greeting program through an on-line global computer network, home visits and group meetings that connects new community members with merchants and provides merchant information, that provides civic, religious, social and other community information, and that entitles new community members to receive offers and discounts on a wide range of consumer products and services from participating merchants through an on-line global computer network, home visits and group meetings
WELCOME WAGON® (and gift house design) 	10/00/2002	2,906,120	35: Promoting the goods and services of others by providing a homeowner greeting program through an on-line global computer network, home visits and group meetings that connects new community members with merchants and provides merchant information, that provides civic, religious, social and other community information, and that entitles new community members to receive offers and discounts on a wide range of consumer products and services from participating merchants through an on-line global computer network, home visits and group meetings.
WELCOME WAGON INTERNATIONAL, INC. SPONSOR® (and design) 	05/23/1985	1,539,506	35: promoting the sale of the goods and services of others by personal visits, group meetings or other contact at which time representative gifts or gift certificates from participating merchants or professionals may be offered and information about participating merchants or professionals, civic or social information and public and human relation services are extended
YOUR HOME. YOUR NEIGHBORHOOD. [Un-registered – No registration applied for.]	December 31, 2002	N/A	Tagline used on the WelcomeWagon.com website
NEW HOMEOWNER DATA THAT DELIVERS [Un-registered – No registration applied for.]	December 31, 2002	N/A	Tagline used on the GetkoDirect.com website

***** END OF SCHEDULE 1 *****