

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |                                                                                      |                         |                       |
|----------------------------------|--------------------------------------------------------------------------------------|-------------------------|-----------------------|
| SUBMISSION TYPE:                 | NEW ASSIGNMENT                                                                       |                         |                       |
| NATURE OF CONVEYANCE:            | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL                                         |                         |                       |
| <b>CONVEYING PARTY DATA</b>      |                                                                                      |                         |                       |
| <b>Name</b>                      | <b>Formerly</b>                                                                      | <b>Execution Date</b>   | <b>Entity Type</b>    |
| JFC Management Co., Inc.         |                                                                                      | 11/19/2010              | CORPORATION: NEW YORK |
| <b>RECEIVING PARTY DATA</b>      |                                                                                      |                         |                       |
| <b>Name:</b>                     | Citicasters Co.                                                                      |                         |                       |
| <b>Street Address:</b>           | 4002 Gandy                                                                           |                         |                       |
| <b>City:</b>                     | Tampa                                                                                |                         |                       |
| <b>State/Country:</b>            | FLORIDA                                                                              |                         |                       |
| <b>Postal Code:</b>              | 33611                                                                                |                         |                       |
| <b>Entity Type:</b>              | CORPORATION: OHIO                                                                    |                         |                       |
| <b>PROPERTY NUMBERS Total: 1</b> |                                                                                      |                         |                       |
| <b>Property Type</b>             | <b>Number</b>                                                                        | <b>Word Mark</b>        |                       |
| <b>Serial Number:</b>            | 77693513                                                                             | LIVESTOCK! BOVINA - N Y |                       |
| <b>CORRESPONDENCE DATA</b>       |                                                                                      |                         |                       |
| <b>Fax Number:</b>               | (210)226-8395                                                                        |                         |                       |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                         |                       |
| <b>Phone:</b>                    | 210-554-5450                                                                         |                         |                       |
| <b>Email:</b>                    | ipdocket@coxsmith.com                                                                |                         |                       |
| <b>Correspondent Name:</b>       | Pamela B. Huff                                                                       |                         |                       |
| <b>Address Line 1:</b>           | 112 East Pecan Street, Suite 1800                                                    |                         |                       |
| <b>Address Line 2:</b>           | Cox Smith Matthews Incorporated                                                      |                         |                       |
| <b>Address Line 4:</b>           | San Antonio, TEXAS 78205                                                             |                         |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>   | 22187.6156                                                                           |                         |                       |
| <b>NAME OF SUBMITTER:</b>        | Pamela B. Huff                                                                       |                         |                       |
| <b>Signature:</b>                | /pbhuff35901/                                                                        |                         |                       |
| <b>Date:</b>                     | 12/03/2010                                                                           |                         |                       |

OP \$40.00 77693513

Total Attachments: 2

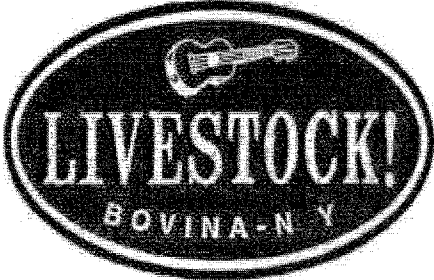
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Exhibit C.

ASSIGNMENT

WHEREAS, JFC Management Co., Inc. ("ASSIGNOR"), a New York corporation having its principal place of business at 124 Bob Hall Road, Bovina, New York 13740, has adopted, used, and has been using the following trademarks (the "Marks"):

| Mark                                                                              | U.S. Application Ser. No. |
|-----------------------------------------------------------------------------------|---------------------------|
| LIVESTOCK! BOVINA - NY                                                            | NA                        |
|  | 77/693,513                |

AND WHEREAS, Citicasters Co. ("ASSIGNEE"), an Ohio corporation having its principal place of business at 4002 Gandy, Tampa, Florida 33611, desires to acquire all right, title and interest in and to said Marks, any and all registrations and applications for registration thereof, and the goodwill associated with the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign, transfer and convey to ASSIGNEE all of its right, title, and interest in and to the Marks, all registrations and applications for registration thereof, all rights derived from or associated with use of the Marks by ASSIGNOR together with the goodwill associated with the Marks, and the right to recover for past infringement of said Marks. ASSIGNOR represents and warrants that it has not previously assigned, licensed, or conveyed any interest in the Marks or the other rights referenced herein, and ASSIGNOR agrees to execute any further lawful documents needed to give full force and effect to this instrument.

Executed to be effective as of the 19<sup>th</sup> day of November 2010.

JFC Management Co., Inc., a New York corporation

By: 

Name: John Fin

Title: President

STATE OF NEW YORK

§  
§

COUNTY OF NEW YORK

§

Before me, a notary public in and for the state and county aforesaid, on this day personally appeared John Finn, known to me to be the person whose name is subscribed to the foregoing instrument, who acknowledged to me that he executed the same as President of JFC Management Co., Inc. for the purposes and consideration therein expressed.

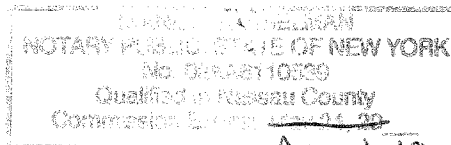
Given under my hand and seal of office this 19<sup>th</sup> day of November 2010.

[Signature]

Printed Name: Diane J. KASSELMAN

Notary Public in and for the State of New York

My Commission Expires: August 18, 2012



August 18, 2012