

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 World Company		10/15/2010	CORPORATION: KANSAS

RECEIVING PARTY DATA

Name:	Knology of Kansas, Inc.
Street Address:	1241 O.G. Skinner Drive
City:	West Point
State/Country:	GEORGIA
Postal Code:	31833
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	2046145	GEEKS ON WHEELS
Registration Number:	2701234	SUNFLOWER BROADBAND
Registration Number:	2450634	SUNFLOWER CABLEVISION
Registration Number:	3035265	BROADBAND MAN
Registration Number:	3037903	BROADBAND MAN
Registration Number:	3261084	WAVE RUNNER
Registration Number:	3601113	WORLD CLASS BROADBAND, HOMETOWN CARE

CORRESPONDENCE DATA

Fax Number: (913)451-0875
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 9134515100
 Email: ipdocketing@lathropgage.com, abrozenic@lathropgage.com
 Correspondent Name: Amy M. Brozenic
 Address Line 1: 10851 Mastin Blvd.
 Address Line 2: Bldg. 82, Suite 1000

900180575

**TRADEMARK
 REEL: 004447 FRAME: 0723**

CH \$190.00 2046145

Address Line 4: Overland Park, KANSAS 66210-1669

ATTORNEY DOCKET NUMBER: 498940

NAME OF SUBMITTER: Amy M. Brozenic, Esq.

Signature: /Amy M. Brozenic/

Date: 01/05/2011

Total Attachments: 6
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ASSIGNMENT OF MARKS

THIS ASSIGNMENT OF MARKS is dated as of October 15, 2010 ("Assignment"), and is made from THE WORLD COMPANY, a Kansas corporation (the "Assignor") for the benefit of, to KNOLOGY OF KANSAS, INC., a Delaware corporation ("Assignee").

WHEREAS, Assignor has adopted and used and is using in commerce certain trademarks, service marks, logos, and service names associated with its Business within the United States, including without limitation the marks set forth in the attached Schedule A and any marks that are the same or confusingly similar thereto, (collectively the "Marks"); and

WHEREAS, pursuant to the Asset Purchase Agreement dated as of August 3, 2010, (the "Purchase Agreement") Assignee wishes to acquire from Assignor, and Assignor wishes to transfer to Assignee, inter alia, said Marks and the goodwill associated with the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. Assignment of Rights. Assignor assigns to Assignee all rights, title, and interests in and to the Marks, including without limitation the goodwill of the business symbolized by the Marks, all registrations and applications for registration thereof, if any, all common law rights in the Marks, all rights of action accrued and to accrue under and by virtue thereof, including without limitation the right to sue and recover for past infringement of said Marks, and all records and files relating to said Marks.

2. Further Assurances. Assignor will, upon request, execute and deliver to Assignee any and all additional papers and generally do all other lawful acts deemed necessary by Assignee to carry out the terms of this Assignment, including executing further reasonable and consistent assurances, confirmation, assignments, transfers, and releases, and providing reasonable, and in good faith, testimony by affidavit, declaration, deposition, or other means, at Assignee's expense. If for any reason Assignee is unable, after reasonable effort, to secure Assignor's signature on any document needed to procure or perfect Assignee's interest in any of the Marks, Assignor hereby appoints Assignee as their attorney in fact, with full power of substitution, on behalf of the Assignor and for the benefit of Assignee, to execute and enter into any documentation relating to the Marks, to secure recordation or registration of the Marks and of this Assignment, to demand and receive any and all of the Marks, to give receipts and releases for and in respect of the Marks, to institute and prosecute in the name of the Assignor any proceedings at law, in equity, or otherwise, and to take any other action Assignee deems necessary or desirable to perfect or enforce its rights in the Marks. Assignor stipulates and agrees that such appointment is a right coupled with an interest and will survive the incapacity or unavailability of the Assignor at any future time.

3. Recordation. Assignor hereby requests the U.S. Trademark Office record this Assignment of Marks to Assignee. Assignor hereby further authorizes and requests the U.S. Trademark Office to issue any and all trademark registrations resulting from the applications assigned hereunder to Assignee, or its successors and assigns, as assignee of Assignor's entire interest therein and all goodwill symbolized thereby. Assignor agrees that the attorney of record

in the Applications will hereafter act on behalf of Assignee.

4. No Conflicting Uses. Assignor further covenants that it will cease and desist all uses of the Marks in the United States and that it will not oppose or otherwise impede any effort by Assignee to enforce or procure registration for any of the Marks before any administrative, government or other tribunal.

5. Definitions. Unless otherwise defined herein, capitalized terms used in this Assignment shall have the meanings given to them in the Purchase Agreement.

6. Governing Law. This Assignment will be governed by the laws of the State of Kansas without regard to its conflicts of laws principles.

IN WITNESS WHEREOF, the parties have executed, made and entered into this Assignment of Marks as of the date first set forth above.

Assignor:

THE WORLD COMPANY,
a Kansas corporation

By: 

Dolph C. Simons, Jr.
Corporate President

Assignee:

KNOLOGY OF KANSAS, INC.,
a Delaware corporation

By: _____

M. Todd Holt
President and Chief Financial Officer

in the Applications will hereafter act on behalf of Assignee.

4. No Conflicting Uses. Assignor further covenants that it will cease and desist all uses of the Marks in the United States and that it will not oppose or otherwise impede any effort by Assignee to enforce or procure registration for any of the Marks before any administrative, government or other tribunal.

5. Definitions. Unless otherwise defined herein, capitalized terms used in this Assignment shall have the meanings given to them in the Purchase Agreement.

6. Governing Law. This Assignment will be governed by the laws of the State of Kansas without regard to its conflicts of laws principles.

IN WITNESS WHEREOF, the parties have executed, made and entered into this Assignment of Marks as of the date first set forth above.

Assignor:

THE WORLD COMPANY,
a Kansas corporation

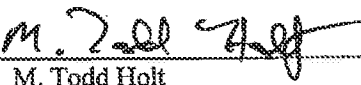
By: _____

Dolph C. Simons, Jr.
Corporate President

Assignee:

KNOLOGY OF KANSAS, INC.,
a Delaware corporation

By: _____


M. Todd Holt
President and Chief Financial Officer

SCHEDULE A

U.S. TRADEMARK REGISTRATIONS

Mark	Registration No.	Registration Date	Filing Date	Maintenance Renewal Date
GEEKS ON WHEELS	2,046,145	03/18/1997	06/07/1996	03/18/2017
SUNFLOWER BROADBAND	2,701,234	03/25/2003	07/30/2001	03/25/2013
SUNFLOWER CABLEVISION	2,450,634	05/15/2001	09/27/1999	Cancelled 02-23-2008
BROADBAND MAN & DESIGN	3,035,265	12/27/2005	10/25/2004	12/27/2011
BROADBAND MAN	3,037,903	01/03/2006	10/25/2004	01/03/2012
WAVE RUNNER	3,261,084	07/10/2007	09/05/2006	07/10/2013
WORLD CLASS BROADBOARD, HOMETOWN CARE	3,601,113	04/07/2009	01/23/2008	04/07/2015

MARKS

ITEM	TYPE OF PROPERTY
GEEKS ON WHEELS	SERVICE MARK
SUNFLOWER BROADBAND	SERVICE MARK
SUNFLOWER CABLEVISION	SERVICE MARK
BROADBAND MAN & DESIGN	SERVICE MARK
BROADBAND MAN	SERVICE MARK
WAVE RUNNER	SERVICE NAME
WORLD CLASS BROADBOARD, HOMETOWN CARE	TRADEMARK
SUNFLOWER – BUSINESS SERVICES	LOGO
SUNFLOWER – NETWORK SERVICES	LOGO
SUNFLOWER – GEEKS ON WHEELS	LOGO
SUNFLOWER – TECH DESK	LOGO

SERVICE NAMES and NAMES USED IN BUSINESS

ITEM	TYPE OF IP
Wave Runner	Service Name
WorldNet LLC	Named Used in Business
Datavision	Named Used in Business

DOMAIN NAMES

sunflower.com
sunflowerbroadband.com
sunflowerbroadband.net
sunflowerbroadband.org
sunflowerbroadband.tv
http://sunflower.com
http://sunflowerbroadband.com
http://sunflowerbroadband.net
http://sunflowerbroadband.org
http://sunflowerbroadband.tv
6lawrence.com
6news.tv
6newslawrence.com
6newspiper.com
6newspiper.net
6newspiper.org
6productions.com
6weather.com
sixnews.com
sixweather.com
thedriveontv.com
thedriveshow.com
adayawayshow.com
homeandawayks.com
homeandawayks.tv

jayniskitchen.com
jayniskitchen.tv
freestatestudios.com
lonl trivia.com
lonl trivia.tv
indiefilmhorror.com
indiehorrorfilm.com
indyfilmhorror.com
rivercityweekly.tv
sunflowerweather.com
http://6lawrence.com
http://6news.tv
http://6newslawrence.com
http://6newspiper.com
http://6newspiper.net
http://6newspiper.org
http://6productions.com
http://6weather.com
http://sixnews.com
http://sixweather.com
http://thedriveontv.com
http://thedriveshow.com
http://adayawayshow.com
http://homeandawayks.com
http://homeandawayks.tv
http://jayniskitchen.com
http://jayniskitchen.tv
http://freestatestudios.com
http://lonl trivia.com
http://lonl trivia.tv
http://indiefilmhorror.com
http://indiehorrorfilm.com
http://indyfilmhorror.com
http://rivercityweekly.tv
http://sunflowerweather.com