

D: JAY YOUNGDAHL COMPANY: 620 THIRD STREET

Re. 1-10-11

02/07/2011



103617033

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
Village Voice Media Holdings, LLC		05/17/2007	LIMITED LIABILITY COMPANY: Delaware

RECEIVING PARTY DATA


Name:	East Bay Publishing, LLC
Also Known As:	AKA Eastbay Publishing or Eastbay Express Publishing
Street Address:	620 Third Street
City:	Oakland
State/Country:	CALIFORNIA
Postal Code:	94607
Entity Type:	LIMITED LIABILITY COMPANY: CA

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	2853958	EAST BAY EXPRESS
Registration Number:	2545085	EAST BAY EXPRESS
Registration Number:	3274032	EAR BUD

CORRESPONDENCE DATA

Fax Number: (510)879-3794  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 5108793700  
 Email: jyoungdahl@youngdahl.com  
 Correspondent Name: Jay Youngdahl  
 Address Line 1: 620 Third Street  
 Address Line 4: Oakland, CALIFORNIA 94607

NAME OF SUBMITTER:	Jay Youngdahl
Signature:	/Jay Youngdahl/ 

OP \$90.00 2853958

D: JAY YOUNGDAHL COMPANY: 620 THIRD STREET

Date:

12/14/2010

Total Attachments: 2

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O:JAY YOUNGDAHL COMPANY:620 THIRD STREET

**ASSIGNMENT OF REGISTRATION OF A MARK**

Whereas Village Voice Media Holdings, LLC, a Delaware limited liability company, of 1201 East Jefferson Street, Phoenix, Arizona 85034, has adopted, used and is using those marks which are registered in the United States Patent and Trademark Office that are identified on Exhibit A attached; and

Whereas East Bay Publishing, LLC, a California limited liability company, of 620 Third Street, Oakland, California 94607, is desirous of acquiring said marks and the registrations thereof; now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Village Voice Media Holdings, LLC, does hereby assign to East Bay Publishing, LLC all right, title and interest in and to the said marks, together with the good will of the business symbolized by the marks, and the registrations thereof.

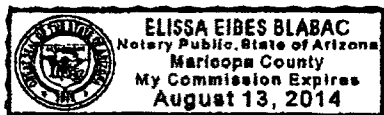
Notwithstanding the date of execution of this document, the assignment of the trademarks and the goodwill relating thereto was effective May 11, 2007.

Scott G. Spear  
Name Scott G. Spear  
Title Vice President - Operations and Secretary

State of Arizona

County of Maricopa

On this 17<sup>th</sup> day of November, 2010, before me appeared Scott G. Spear, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified company with authority to do so.



Elissa Eibes Blabac  
Notary Public

O.JAY YOUNGDAHL COMPANY:620 THIRD STREET

**EXHIBIT A**

MARK	Registration Number	Date of Registration
EAST BAY EXPRESS	2,853,958	June 15, 2004
EAST BAY EXPRESS	2,545,065	March 5, 2002
THE BEST OF THE EAST BAY	2,536,375	February 5, 2002
EAR BUD	3,274,032	August 7, 2007

## Facsimile Transmission Cover Sheet

To: Sedley Pyne, U.S. Patent and Trademark Office Assignment Services Branch

At: ~~(571) 273-0140~~

From: Stephanie Cogen, for Jay Youngdahl, of East Bay Publishing, LLC

Re: Document ID No. 900178660

Date: Thursday, February 3, 2011

Pages: 8

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As discussed, please find attached the original Notice of Non-Recordation dated December 30, 2010

Thank you,

Stephanie Cogen

JAY YOUNGDAHL COMPANY:620 THIRD STREET



**UNITED STATES PATENT AND TRADEMARK OFFICE**

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

DECEMBER 30, 2010

PTAS

JAY YOUNGDAHL  
620 THIRD STREET  
OAKLAND, CA 94607



\*900178660\*

UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF NON-RECORDATION OF DOCUMENT

DOCUMENT ID NO.: 900178660

THE ENCLOSED DOCUMENT HAS BEEN EXAMINED AND FOUND NON-RECORDABLE BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. THE REASON(S) FOR NON-RECORDATION ARE STATED BELOW. DOCUMENTS BEING RESUBMITTED FOR RECORDATION MUST BE ACCOMPANIED BY A NEW COVER SHEET REFLECTING THE CORRECT INFORMATION TO BE RECORDED AND THE DOCUMENT ID NUMBER REFERENCED ABOVE.

THE ORIGINAL DATE OF FILING OF THIS ASSIGNMENT DOCUMENT WILL BE MAINTAINED IF RESUBMITTED WITH THE APPROPRIATE CORRECTION(S) WITHIN 30 DAYS FROM THE DATE OF THIS NOTICE AS OUTLINED UNDER 37 CFR 3.51. THE RESUBMITTED DOCUMENT MUST INCLUDE A STAMP WITH THE OFFICIAL DATE OF RECEIPT UNDER 37 CFR 3. APPLICANTS MAY USE THE CERTIFIED PROCEDURES UNDER 37 CFR 1.8 OR 1.10 FOR RESUBMISSION OF THE RETURNED PAPERS, IF THEY DESIRE TO HAVE THE BENEFIT OF THE DATE OF DEPOSIT IN THE UNITED STATES POSTAL SERVICE.

SEND DOCUMENTS TO: U.S. PATENT AND TRADEMARK OFFICE,  
MAIL STOP: ASSIGNMENT SERVICES BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.  
IF YOU HAVE ANY QUESTIONS REGARDING THIS NOTICE,  
YOU MAY CONTACT THE INDIVIDUAL WHOSE NAME APPEARS ON THIS NOTICE AT  
571-272-3350.

1. THE SUBMITTED ASSIGNMENT COVER SHEET IS NOT ACCEPTABLE. THE CITIZENSHIP OF THE RECEIVING PARTY MUST BE INDICATED ON THE COVER SHEET. AS OF JANUARY 16, 2009, TRADEMARK RULE 37 C.F.R. Â§3.31(A) WAS AMENDED TO ADD THE REQUIREMENT THAT THE ASSIGNMENT COVER SHEET MUST INCLUDE THE LEGAL ENTITY TYPE AND NATIONAL CITIZENSHIP (OR STATE OR COUNTRY OF ORGANIZATION) OF EACH PARTY RECEIVING THE ASSIGNMENT INTEREST. AND, IF THE PARTY RECEIVING THE ASSIGNMENT INTEREST IS A DOMESTIC PARTNERSHIP OR DOMESTIC JOINT VENTURE, THE COVER SHEET MUST STATE THE NAMES, LEGAL ENTITY TYPES, AND NATIONAL CITIZENSHIP (OR THE STATE OR COUNTRY OF ORGANIZATION) OF ALL GENERAL PARTNERS OR ACTIVE MEMBERS THAT COMPOSE THE PARTNERSHIP OR JOINT VENTURE. 37 C.F.R. Â§3.31(A) (8).

O:JAY YOUNGDAHL COMPANY:620 THIRD STREET

THERESA FREDERICK, EXAMINER  
ASSIGNMENT SERVICES BRANCH  
PUBLIC RECORDS DIVISION