

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                              |                |
|------------------------------|----------------|
| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT |
| <b>NATURE OF CONVEYANCE:</b> | Conversion     |

**CONVEYING PARTY DATA**

| Name                 | Formerly | Execution Date | Entity Type                          |
|----------------------|----------|----------------|--------------------------------------|
| Weather Central, LLC |          | 01/13/2011     | LIMITED LIABILITY COMPANY: WISCONSIN |

**RECEIVING PARTY DATA**

|                        |                               |
|------------------------|-------------------------------|
| <b>Name:</b>           | Weather Central, LP           |
| <b>Street Address:</b> | 401 Charmany Drive            |
| <b>City:</b>           | Madison                       |
| <b>State/Country:</b>  | WISCONSIN                     |
| <b>Postal Code:</b>    | 53719                         |
| <b>Entity Type:</b>    | LIMITED PARTNERSHIP: DELAWARE |

**PROPERTY NUMBERS Total: 16**

| Property Type        | Number  | Word Mark               |
|----------------------|---------|-------------------------|
| Registration Number: | 2210567 | A.D.O.N.I.S. FUTURECAST |
| Registration Number: | 2638019 | A.D.O.N.I.S. MICROCAST  |
| Registration Number: | 3753663 | ESP:LIVE                |
| Registration Number: | 3746855 | FUTURECAST              |
| Registration Number: | 3580461 | LIVE:WIRE               |
| Registration Number: | 2989097 | MAGICTRAK               |
| Registration Number: | 2525133 | METROCAST               |
| Registration Number: | 2547209 | METVISION               |
| Registration Number: | 2685695 | PERSONAL MICROCAST      |
| Registration Number: | 2984172 | SCREENWRITER            |
| Registration Number: | 2063922 | SKYTRAK                 |
| Registration Number: | 2553075 | SPORTSWRITER            |
| Registration Number: | 2590507 | STORMSENTINEL           |
| Registration Number: | 2634973 | WALKONWEATHER           |

**OP \$415.00 2210567**

|                      |         |                       |
|----------------------|---------|-----------------------|
| Registration Number: | 2986446 | WCINTERACTIVE         |
| Registration Number: | 2624760 | WEATHER CENTRAL, INC. |

**CORRESPONDENCE DATA**

Fax Number: (414)297-4900  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: (414) 271-2400  
Email: ptomailmilwaukee@foley.com  
Correspondent Name: Richard J. McKenna  
Address Line 1: Foley & Lardner LLP  
Address Line 2: 777 E. Wisconsin Avenue  
Address Line 4: Milwaukee, WISCONSIN 53202-5306

|                         |                   |
|-------------------------|-------------------|
| ATTORNEY DOCKET NUMBER: | 067808-0102, ETC. |
| NAME OF SUBMITTER:      | Jill M. Schenk    |
| Signature:              | /Jill M. Schenk/  |
| Date:                   | 03/09/2011        |

Total Attachments: 2  
source=14 Certificate of Conversion filed with DE SOS#page1.tif  
source=14 Certificate of Conversion filed with DE SOS#page2.tif

# Delaware

PAGE 1

*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A WISCONSIN LIMITED LIABILITY COMPANY UNDER THE NAME OF "WEATHER CENTRAL, LLC" TO A DELAWARE LIMITED PARTNERSHIP, CHANGING ITS NAME FROM "WEATHER CENTRAL, LLC" TO "WEATHER CENTRAL, LP", FILED IN THIS OFFICE ON THE THIRTEENTH DAY OF JANUARY, A.D. 2011, AT 3:01 O'CLOCK P.M.

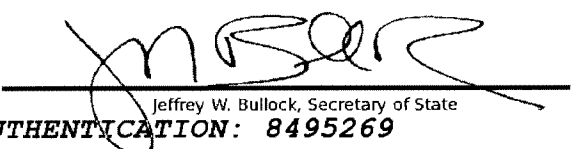
AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE FOURTEENTH DAY OF JANUARY, A.D. 2011.

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You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 8495269

DATE: 01-14-11

TRADEMARK  
REEL: 004493 FRAME: 0240

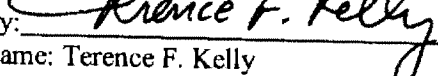
STATE OF DELAWARE  
CERTIFICATE OF CONVERSION  
FROM A LIMITED LIABILITY COMPANY TO A  
LIMITED PARTNERSHIP PURSUANT TO  
SECTION 17-217 OF THE LIMITED PARTNERSHIP ACT

1. The jurisdiction where the Limited Liability Company first formed is Wisconsin.
2. The jurisdiction immediately prior to filing this Certificate is Wisconsin.
3. The date the Limited Liability Company first formed is July 27, 2009.
4. The name of the Limited Liability Company immediately prior to filing this Certificate is WEATHER CENTRAL, LLC.
5. The name of the Limited Partnership as set forth in the Certificate of Limited Partnership is WEATHER CENTRAL, LP.
6. The effective time and date of this Certificate of Conversion shall be 12:01 a.m. Central Standard Time on January 14, 2011.

IN WITNESS WHEREOF, the undersigned has executed this Certificate on the 13<sup>th</sup> day of January, 2011.

WEATHER CENTRAL, LP

By: Weather Central Holdings, Inc.,  
General Partner

By:   
Name: Terence F. Kelly  
Title: Chairman and Chief Executive Officer