

11/08/2011



103636116

To the Director of the U. S. Patent and Trademark Office, _____ documents or the new address(es) below.

1. Name of conveying party(ies):

World Media Company
1314 Douglas Street, Suite 1500
Omaha, NE 68102-1848

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation- State: Nebraska
- Other _____

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Omaha World-Herald Company

Internal Address: _____

Street Address: 1314 Douglas Street, Suite 1500

City: Omaha, NE 68102-1848

State: NE

Country: USA Zip: 68102-1848

Association Citizenship _____

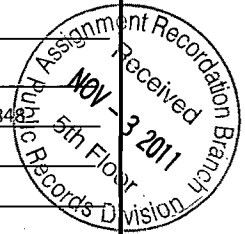
General Partnership Citizenship _____

Limited Partnership Citizenship _____

Corporation Citizenship Delaware

Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)



3. Nature of conveyance)/Execution Date(s) :

Execution Date(s) October 31, 2011

- Assignment Merger
- Security Agreement Change of Name
- Other _____

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) _____

B. Trademark Registration No.(s) _____

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

1,815,099: Kick-Off Kid; 2,505,658: Omaha.com; 2,552,324: ShopOmaha

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: J. Scott Searl

Internal Address: Omaha World-Herald Company

Street Address: 1314 Douglas Street, Suite 1500

City: Omaha

State: NE Zip: 68102-1848

Phone Number: 402.444.1726

Fax Number: 402.444.1544

Email Address: scott.searl@owh.com

6. Total number of applications and registrations involved:

3

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 90.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

Deposit Account Number _____

Authorized User Name _____

9. Signature:

J. Scott Searl
Signature

J. Scott Searl

Name of Person Signing

11/08/2011 TIEF11 00000001 1815 99
Oct 31, 2011
02 FC:8522 Date

Total number of pages including cover sheet, attachments, and document: 4

48.00 OP
50.00 OP

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

Schedule A

ASSIGNED TRADEMARKS

ASSIGNED TRADEMARKS

REGISTRATION NUMBER

Kick-Off Kid

1,815,099

Omaha.com

2,505,658

ShopOmaha

2,552,324

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment"), dated as of October 31, 2011, is made by World Media Company, a corporation organized under the laws of the State of Nebraska, with its principal offices at Omaha World-Herald Building, Suite 1500, 1314 Douglas Street, Omaha, Nebraska 68102 ("WMC").

WHEREAS, WMC owns the entire right, title and interest, whether statutory or common law rights, in and to the trademarks and registrations therefor listed on Schedule A (the "Assigned Trademarks"); and

WHEREAS, WMC desires to assign the entire worldwide right, title and interest in and to the Assigned Trademarks to the Omaha World-Herald Company, a corporation organized under the laws of the State of Delaware, with its principal offices at Omaha World-Herald Building, Suite 1500, 1314 Douglas Street, Omaha, Nebraska 68102, and the parent company of WMC ("OWHC").

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

1. WMC does hereby sell, assign and transfer to OWHC, its entire worldwide right, title and interest, whether statutory or common law rights, in and to the Assigned Trademarks together with the goodwill connected with and symbolized by the Assigned Trademarks, the same to be held and enjoyed by OWHC for its own use and enjoyment and the use and enjoyment of its successors, assigns or other legal representatives, to the end of the term or terms for which the Assigned Trademarks are granted or reissued or extended as fully and entirely as the same would have been held and enjoyed by WMC if this assignment and sale had not been made, as assignee of its entire right, title and interest therein and in and to all income, royalties, damages and payments now or hereafter due or payable with respect thereto in and to all causes of action (whether in law or in equity) and the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment.

2. WMC agrees to execute any additional documents and to take such other actions as may be necessary to transfer to OWHC its entire right, title and interest in and to the Assigned Trademarks.

3. The assignment set forth in paragraph 1 of this Assignment is subject to all licenses and other rights in and to the Assigned Trademarks previously granted to any third person, which grants are in effect as of the date of this Assignment.

[Signatures on Following Page]

IN WITNESS WHEREOF, WMC has caused this Assignment to be duly executed in duplicate originals by its duly authorized representative as of the day and year first above written.

WORLD MEDIA COMPANY

By: J. Scott Searl

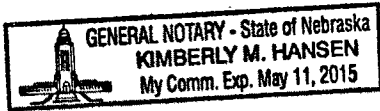
Name: J. Scott Searl

Title: Secretary

State of Nebraska)
) ss.
County of Douglas)

On this 31st day of October, 2011, before me personally appeared J. Scott Searl, proved to me on the basis of satisfactory evidence to be the person who executed the above Assignment as Secretary on behalf of World Media Company, and acknowledged to me that the company executed it.

Witness my hand and official seal.



Kimberly M. Hansen
Notary Public