

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
NYT Holdings, Inc.		01/06/2012	CORPORATION: ALABAMA
The Houma Courier Newspaper Corporation		01/06/2012	CORPORATION: DELAWARE
Lakeland Ledger Publishing Corporation		01/06/2012	CORPORATION: FLORIDA
The Spartanburg Herald-Journal, Inc.		01/06/2012	CORPORATION: DELAWARE
Hendersonville Newspaper Corporation		01/06/2012	CORPORATION: NORTH CAROLINA
The Dispatch Publishing Company, Inc.		01/06/2012	CORPORATION: NORTH CAROLINA
NYT Management Services, Inc.		01/06/2012	CORPORATION: DELAWARE
The New York Times Company		01/06/2012	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Halifax Media Holdings LLC
Street Address:	901 Sixth Street
City:	Daytona Beach
State/Country:	FLORIDA
Postal Code:	32117
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	3219183	BELLEVIEW PRESS
Registration Number:	2871082	CELEBRATE COMMUNITY
Registration Number:	1072223	FLORIDA WEST
Registration Number:	3672703	NEW FUSION MEDIA
Registration Number:	1138361	SARASOTA HERALD-TRIBUNE

OP \$340.00 3219183

Registration Number:	3162706	SHOALS
Serial Number:	85337825	SONOMA LIVING
Registration Number:	1784512	STARLINE
Registration Number:	3219182	SUMMERFIELD PRESS
Registration Number:	1104749	THE PRESS DEMOCRAT
Registration Number:	1072649	THE PRESS DEMOCRAT
Registration Number:	3253114	Q
Registration Number:	3784717	NEWS CHIEF

CORRESPONDENCE DATA

Fax Number: (414)297-4900
Phone: 414 319-7313
Email: ptomailmilwaukee@foley.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Correspondent Name: Foley & Lardner LLP & Eric M. Schmalz
Address Line 1: 777 East Wisconsin Avenue
Address Line 4: Milwaukee, WISCONSIN 53202

ATTORNEY DOCKET NUMBER:	096616-0112
NAME OF SUBMITTER:	Eric M. Schmalz
Signature:	/Eric M. Schmalz/
Date:	01/06/2012

Total Attachments: 11

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ASSIGNMENT OF TRADEMARKS

This Assignment Agreement ("Assignment Agreement") is made and entered into as of January 6, 2012, by and among NYT Holdings, Inc., an Alabama corporation, The Houma Courier Newspaper Corporation, a Delaware corporation, Lakeland Ledger Publishing Corporation, a Florida corporation, The Spartanburg Herald-Journal, Inc., a Delaware corporation, Hendersonville Newspaper Corporation, a North Carolina corporation, The Dispatch Publishing Company, Inc., a North Carolina corporation, NYT Management Services, Inc., a Delaware corporation, The New York Times Company, a New York corporation (collectively, the "Assignors"), and Halifax Media Holdings LLC, a Delaware limited liability company (the "Assignee"). All capitalized terms used herein but not otherwise defined shall have the respective meanings ascribed to them in the Purchase Agreement (as defined below).

WHEREAS, Assignors and Assignee have entered into that certain Asset Purchase Agreement, dated as of December 27, 2011 (the "Purchase Agreement"), pursuant to which Assignors have agreed to sell, assign, transfer, convey and deliver to Assignee, among other assets, their entire right, title and interest in and to all trademarks, service marks, trade names, logos and trade dress owned by Assignors and Related to the Business, including those specified on Exhibit A hereto (collectively, the "Assigned Trademarks").

NOW, THEREFORE, for valuable consideration furnished by Assignee to Assignors, the receipt and sufficiency of which is hereby acknowledged, Assignors hereby:

1. Assign, transfer, sells and convey, and confirm that they have assigned, transferred, sold and conveyed to Assignee their entire right, title, and interest in and to the Assigned Trademarks, including all goodwill associated therewith, and the right to sue for and the remedies resulting from past and future infringement of the foregoing.
2. Authorize and request the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments to issue or transfer all Assigned Trademarks to Assignee, as assignee of the entire right, title, and interest therein or otherwise as Assignee may direct.
3. This Assignment Agreement may be executed in counterparts, each of which will be deemed an original, but all of which together constitute one and the same original. This Assignment Agreement may not be amended except by an instrument in writing signed by each of the parties hereto.

[signature page follows]

IN WITNESS WHEREOF, the Parties have executed this Assignment Agreement as of the date first above written.

ASSIGNEE

HALIFAX MEDIA HOLDINGS, LLC

By: Jackson Farrow Jr.

Name: Jackson Farrow Jr.
Title: Authorized Representative

ASSIGNORS:

NYT HOLDINGS, INC.

By: _____

Name: Kenneth A. Richieri
Title: Vice President & Secretary

THE HOUMA COURIER NEWSPAPER CORPORATION

By: _____

Name: Kenneth A. Richieri
Title: President & Secretary

LAKELAND LEDGER PUBLISHING CORPORATION

By: _____

Name: Kenneth A. Richieri
Title: Vice President & Secretary

THE SPARTANBURG HERALD-JOURNAL, INC.

By: _____

Name: Kenneth A. Richieri
Title: President & Secretary

IN WITNESS WHEREOF, the Parties have executed this Assignment Agreement as of the date first above written.

ASSIGNEE

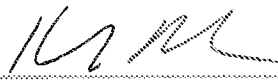
HALIFAX MEDIA HOLDINGS, LLC

By: _____

Name: Jackson Farrow Jr.
Title: Authorized Representative

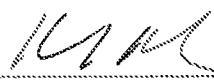
ASSIGNORS:

NYT HOLDINGS, INC.

By:  _____

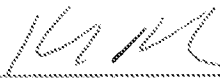
Name: Kenneth A. Richieri
Title: Vice President & Secretary

THE HOUMA COURIER NEWSPAPER CORPORATION

By:  _____

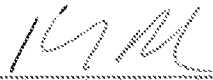
Name: Kenneth A. Richieri
Title: President & Secretary

LAKELAND LEDGER PUBLISHING CORPORATION

By:  _____

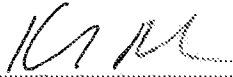
Name: Kenneth A. Richieri
Title: Vice President & Secretary

THE SPARTANBURG HERALD-JOURNAL, INC.

By:  _____

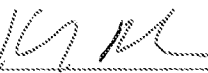
Name: Kenneth A. Richieri
Title: President & Secretary

HENDERSONVILLE NEWSPAPER
CORPORATION

By: 

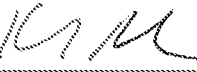
Name: Kenneth A. Richieri
Title: Vice President & Secretary

THE DISPATCH PUBLISHING COMPANY

By: 

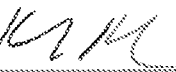
Name: Kenneth A. Richieri
Title: Vice President & Secretary

NYT MANAGEMENT SERVICES, INC.

By: 

Name: Kenneth A. Richieri
Title: Senior Vice President & Secretary

THE NEW YORK TIMES COMPANY

By: 

Name: Kenneth A. Richieri
Title: Senior Vice President & General Counsel

EXHIBIT A

MARK	COUNTRY	FILED	APPLICATION NO.	REGISTERED	REG. NO.	STATUS	CLASSES	NEXT DEADLINE
BELLEVIEW PRESS	United States	5/15/2006	3,219,183	09/13/2007	3,219,183	REGISTERED	16, 41	9/13/2016
BOOM!	LOUISIANA	6/27/2008	60-2369	6/27/2008	60-2369	REGISTERED	16	6/27/2018
CELEBRATE COMMUNITY	United States	4/14/2003	76/506,401	5/25/2010	2,871,082	REGISTERED	35	5/25/16
CHARLOTTE HERALD-TRIBUNE	FLORIDA	8/22/2002	T02000000969	8/22/2002	T02000000969	REGISTERED	16	8/22/2012
CHARLOTTE LIFE	FLORIDA	3/22/2005	T05000000405	3/25/2005	T05000000405	REGISTERED	16	3/25/2015
ENGLEWOOD HERALD-TRIBUNE	FLORIDA	8/22/2002	T02000000971	8/22/2002	T02000000971	REGISTERED	16	8/22/2012
FLORIDA COMMUNITY NEWSPAPER	FLORIDA	6/14/2004	T04000000749	6/14/2004	T04000000749	REGISTERED	16	6/14/2014
FLORIDA COMMUNITY NEWSPAPERS & DESIGN	FLORIDA	6/14/2004	T04000000750	6/14/2004	T04000000750	REGISTERED	16	6/14/2014
FLORIDA WEST	UNITED STATES	5/18/1976	73/087,610	8/30/1977	1,072,223	REGISTERED	16	8/30/2017
FREE PRESS IN BELLEVUE & SUMMERFIELD	FLORIDA	1/29/2004	104000000099	1/29/2004	104000000099	REGISTERED	16	1/29/2014
GAINESVILLE	FLORIDA	6/18/2003	103000000761	6/18/2003	103000000761	REGISTERED	16	6/18/2013

MAGAZINE												
GOCALA	FLORIDA	1/27/2010	T10000000088	1/27/10	T10000000088	REGISTERED	16	1/27/2015				
GULF COAST HEALTHY LIVING	FLORIDA	5/31/2006	106000000679	5/31/2006	T060000000679	REGISTERED	16	5/31/2016				
GULF COAST WELCOME	FLORIDA	5/31/2006	T06000000678	5/31/2006	T06000000678	REGISTERED	16	5/31/2016				
H20	FLORIDA	5/12/2006	T06000000602	5/12/2006	106000000602	REGISTERED	16	5/12/2016				
HERALD TRIBUNE DIRECT	FLORIDA	6/26/2003	T03000000817	6/26/2003	T03000000817	REGISTERED	16	6/26/2013				
HERALD- TRIBUNE DIRECT SAVINGS	FLORIDA	1/12/2005	T05000000052	1/12/2005	T05000000052	REGISTERED	16	1/12/2015				
HERALD- TRIBUNE DIRECT SAVINGS & DESIGN	FLORIDA	1/12/2005	T05000000053	1/12/2005	T05000000053	REGISTERED	16	1/12/2015				
HORSE & HOMES	FLORIDA	3/3/2003	T03000000258	3/3/2003	T03000000258	REGISTERED	16	3/3/2013				
H-T ENGLEWOOD	FLORIDA	1/29/2004	T04000000098	1/29/2004	T04000000098	REGISTERED	16	1/29/2014				
H-T-EAST	FLORIDA	5/3/2002	T02000000473	5/3/2002	T02000000473	REGISTERED	16	5/3/2012				
LAKE & SUMTER LIFE	FLORIDA	1/10/2005	T05000000036	1/10/2005	T05000000036	REGISTERED	16	1/10/2015				
MAIN STREET	FLORIDA	8/22/2002	T02000000966	8/22/2002	T02000000966	REGISTERED	16	8/22/2012				

ENGLEWOOD													
MANATEE HERALD-TRIBUNE	FLORIDA	8/22/2002	T020000000970	8/22/2002	T020000000970					REGISTERED	16	8/22/2012	
NEW FUSION MEDIA	UNITED STATES	2/11/2009	77/668.365	8/25/2009	3.672.703					REGISTERED	35	8/25/2015	
NORTH FLORIDA DIRECT DATABASE MARKETING	FLORIDA	3/3/2003	T030000000262	3/3/2003	T030000000262					REGISTERED	35	3/3/2013	
NORTH FLORIDA DIRECT DATABASE MARKETING & DESIGN	FLORIDA	3/3/2003	T030000000261	3/3/2003	T030000000261					REGISTERED	35	3/3/2013	
NORTH PORT, ENGLEWOOD AND CHARLOTTE HERALD-TRIBUNE	FLORIDA	2/1/2010	T100000000101	2/1/2010	T100000000101					REGISTERED	16	2/1/2015	
NORTH PORT HERALD-TRIBUNE	FLORIDA	8/22/2002	T020000000968	8/22/2002	T020000000968					REGISTERED	16	8/22/2012	
OCALA BUSINESS JOURNAL	FLORIDA	1/27/2010	T100000000089	1/27/2010	T100000000089					REGISTERED	16	1/27/2015	
OCALA LIFE	FLORIDA	12/15/2003	T030000001563	12/15/2003	T030000001563					REGISTERED	16	12/15/2013	
OCALA STAR	FLORIDA	3/25/2005	T050000000404	3/25/2005	T050000000404					REGISTERED	16	3/25/2015	

OCALA STAR & DESGN	FLORIDA	3/25/2005	T05000000403	3/25/2005	T05000000403	REGISTERED	16	3/25/2015
OCALA/ GAINESVILLE MEDIA	FLORIDA	5/19/2004	T04000000812	5/19/2004	T04000000812	REGISTERED	35	5/19/2014
SARASOTA HERALD-TRIBUNE	UNITED STATES	8/6/1976	7395,866	8/5/1980	1,138,361	REGISTERED	16	8/5/2020
SARASOTA-MANATEE HERALD-TRIBUNE	FLORIDA	2/1/2010	T10000000100	2/1/2010	T10000000100	REGISTERED	16	2/1/2015
SAVOR WINE COUNTRY	CALIFORNIA					PENDING	16	
SAVOR WINE COUNTRY	CALIFORNIA					PENDING	35	
SHOALS	UNITED STATES	12/14/2005	78772,937	10/24/2006	3,162,706	REGISTERED	16	10/24/2012
SONOMA LIVING	UNITED STATES	6/3/2011	85/337,825			PENDING	16	
SNN	FLORIDA	5/2/2008	T08000000527	5/2/2008	T08000000527	REGISTERED	38,41	5/2/2013
SNN 6 & DESIGN	FLORIDA	5/2/2008	T08000000528	5/2/2008	T08000000528	REGISTERED	38,41	5/2/2013
SNN NEWS 6 & DESIGN	FLORIDA	5/2/2008	T08000000529	5/2/2008	T08000000529	REGISTERED	38,41	5/2/2013
SNN NEWS 6 & DESIGN	FLORIDA	6/9/2008	T08000000699	5/2/2008	T08000000699	REGISTERED	38,41	6/9/2013
SPARTANBURG	SOUTH	7/16/2004	SCO14440	7/16/2004	SCO14440	REGISTERED	16	7/16/2014

MAGAZINE	CAROLINA																									
STAR NEWS	NORTH CAROLINA																			PENDING	16					
STARLINE	UNITED STATES	7/23/1992	1,784,512	7/27/1993	1,784,512	7/27/1993							1,784,512	REGISTERED	41	7/27/2013										
STYLE	FLORIDA	5/12/2006	T06000000600	5/12/2006	T06000000600	5/12/2006							T06000000600	REGISTERED	16	5/12/2016										
STYLE HOME	FLORIDA	5/12/2006	T06000000601	5/12/2006	T06000000601	5/12/2006							T06000000601	REGISTERED	16	5/12/2016										
SUMMERFIELD PRESS	UNITED STATES	5/15/2006	78,883,354	3/13/2007	78,883,354	3/13/2007							3,219,182	REGISTERED	41	3/13/2016										
THE FLORIDA POLL	FLORIDA	7/27/1994	94000000986	7/27/1994	94000000986	7/27/1994							94000000986	REGISTERED	16	7/27/2014										
THE GAUSDEN TIMES	ALABAMA	8/25/2009	111-559	8/25/2009	111-559	8/25/2009							111-559	REGISTERED	16	8/25/2019										
THE LEADER ON 200	FLORIDA	4/17/2003	T03000000454	4/17/2003	T03000000454	4/17/2003							T03000000454	REGISTERED	16	4/17/2013										
THE LEADER ON 200 & DESIGN	FLORIDA	4/17/2003	T03000000455	4/17/2003	T03000000455	4/17/2003							T03000000455	REGISTERED	16	4/17/2013										
THE LEDGER	FLORIDA	1/27/2010	T10000000090	1/27/2010	T10000000090	1/27/2010							T10000000090	REGISTERED	16	1/27/2015										
THE PRESS DEMOCRAT	UNITED STATES	9/21/1977	73/142,038	10/24/1978	73/142,038	10/24/1978							1,104,749	REGISTERED	16	10/24/2018										
THE PRESS DEMOCRAT	UNITED STATES	9/1/1976	73/098,486	9/6/1977	73/098,486	9/6/1977							1,072,649	REGISTERED	16	9/6/2017										
THE REPORTER IN THE VILLAGES	FLORIDA	4/17/2003	T03000000456	4/17/2003	T03000000456	4/17/2003							T03000000456	REGISTERED	16	4/17/2013										
TRADIN' CAJUN	LOUISIANA	4/4/1999	46401457	5/5/1999	46401457	5/5/1999							46401457	REGISTERED	16	5/5/2019										

& DESIGN (STYLIZED)													
VENICE HERALD- TRIBUNE	FLORIDA	8/22/2002	T02000000967	8/22/2002	T02000000967				REGISTERED	16	8/22/2012		
WILMINGTON MAGAZINE	NORTH CAROLINA	5/12/1995	11529	5/12/1995	11529				REGISTERED	16	5/12/2015		
YOUR SARASOTA	FLORIDA	6/2/2009	T09000000558	6/2/2009	T09000000558				REGISTERED	16	6/2/2014		
Q	UNITED STATES	12/28/2005	78/769,332	6/19/2007	3,253,114				REGISTERED	16	6/19/2013		
NEWS CHIEF	UNITED STATES	10/2/2009	77/840,401	5/4/2010	3,784,717				REGISTERED	16, 41	5/4/2016		