

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Halifax Media Holdings LLC		01/06/2012	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

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

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	3219183	BELLEVIEW PRESS
Serial Number:	85337825	SONOMA LIVING
Registration Number:	1104749	THE PRESS DEMOCRAT
Registration Number:	1072649	THE PRESS DEMOCRAT

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
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OP \$115.00 3219183

NAME OF SUBMITTER:	Eric M. Schmalz
Signature:	/Eric M. Schmalz/
Date:	01/24/2012
Total Attachments: 2 source=Assignment from Halifax Media Holdings LLC to Halifax California, LLC#page1.tif source=Assignment from Halifax Media Holdings LLC to Halifax California, LLC#page2.tif	

ASSIGNMENT OF TRADEMARKS

This Assignment Agreement ("Assignment Agreement") is made and entered into as of January 6, 2012, by and between Halifax Media Holdings LLC, a Delaware limited liability company ("Assignor"), and Halifax California, LLC, a Florida limited liability company (the "Assignee").

WHEREAS, Assignor has entered into that certain Asset Purchase Agreement, dated as of December 27, 2011, (the "Purchase Agreement") pursuant to which the Assignor has acquired and accepted the entire right, title and interest in and to all trademarks, service marks, trade names, logos and trade dress owned by the seller under the Purchase Agreement, including those specified on Exhibit A hereto (collectively, the "Assigned Trademarks").

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

1. Assign, transfer, sell and convey, and confirm that Assignor has assigned, transferred, sold and conveyed to Assignee Assignor's entire right, title, and interest in and to the Assigned Trademarks, including any renewals and extensions of the registrations that are or may be secured under the laws of the United States and all foreign countries, now or hereafter in effect, together with all goodwill associated therewith, and all rights of enforcement, and recovery for past, present and future infringements or unauthorized uses 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. Assignor will cooperate with Assignee, including performance of any actions, and the execution and delivery of any documents necessary or appropriate to give effect to the intent and terms of this Assignment Agreement.

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.

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

ASSIGNEE:

Halifax California, LLC

By: Jackson Farrow Jr.

Name: Jackson Farrow Jr.

Title: Authorized Representative

ASSIGNOR:

Halifax Media Holdings LLC

By: Jackson Farrow Jr.

Name: Jackson Farrow Jr.

Title: Authorized Representative

EXHIBIT A

BELLEVUE PRESS	United States	5/15/2006	3,219,183	09/13/2007	3,219,183	REGISTERED	16, 41	9/13/2016
SAVOR WINE COUNTRY	CALIFORNIA					PENDING	16	
SAVOR WINE COUNTRY	CALIFORNIA					PENDING	35	
SONOMA LIVING	UNITED STATES	6/3/2011	85/337,825			PENDING	16	
THE PRESS DEMOCRAT	UNITED STATES	9/21/1977	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	1,072,649	REGISTERED	16	9/6/2017

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