

## 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 North Central Florida, LLC		
Street Address:	901 Sixth Street		
City:	Daytona Beach		
State/Country:	FLORIDA		
Postal Code:	32117		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1784512	STARLINE	
CORRESPONDENCE DATA			
Fax Number:	(414)297-4900		
Phone:	414 319-7313		
Email:	ptomailmilwaukee@foley.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
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/		

OP \$40.00 1784512

Date:

01/24/2012

**Total Attachments: 3**

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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 North Central Florida, 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 North Central Florida, 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

FREE PRESS IN BELLVIEW & SUMMERFIELD	FLORIDA	1/29/2004	104000000099	1/29/2004	104000000099	REGISTERED	16	1/29/2014
GAINESVILLE MAGAZINE	FLORIDA	6/18/2003	103000000761	6/18/2003	103000000761	REGISTERED	16	6/18/2013
GOCALA	FLORIDA	1/27/2010	T10000000088	1/27/10	T10000000088	REGISTERED	16	1/27/2015
HORSE & HOMES	FLORIDA	3/3/2003	T03000000258	3/3/2003	T03000000258	REGISTERED	16	3/3/2013
NORTH FLORIDA DIRECT DATABASE MARKETING	FLORIDA	3/3/2003	T03000000262	3/3/2003	T03000000262	REGISTERED	35	3/3/2013
NORTH FLORIDA DIRECT DATABASE MARKETING & DESIGN	FLORIDA	3/3/2003	T03000000261	3/3/2003	T03000000261	REGISTERED	35	3/3/2013
OCALA BUSINESS JOURNAL	FLORIDA	1/27/2010	T10000000089	1/27/2010	T10000000089	REGISTERED	16	1/27/2015
OCALA LIFE	FLORIDA	12/15/2003	T03000001563	12/15/2003	T03000001563	REGISTERED	16	12/15/2013
OCALA STAR	FLORIDA	3/25/2005	T05000000404	3/25/2005	T05000000404	REGISTERED	16	3/25/2015
OCALA STAR & DESIGN	FLORIDA	3/25/2005	T05000000403	3/25/2005	T05000000403	REGISTERED	16	3/25/2015
OCALA/ GAINESVILLE	FLORIDA	5/19/2004	T04000000812	5/19/2004	T04000000812	REGISTERED	35	5/19/2014

MEDIA								
STARLINE	UNITED STATES	7/23/1992	1,784,512	7/27/1993	1,784,512	REGISTERED	41	7/27/2013
THE FLORIDA POLL	FLORIDA	7/27/1994	94000000986	7/27/1994	94000000986	REGISTERED	16	7/27/2014
THE REPORTER IN THE VILLAGES	FLORIDA	4/17/2003	T03000000456	4/17/2003	T03000000456	REGISTERED	16	4/17/2013
VENICE HERALD-TRIBUNE	FLORIDA	8/22/2002	T02000000967	8/22/2002	T02000000967	REGISTERED	16	8/22/2012

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