

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
Capitol Broadcasting Company, Incorporated		05/24/2012	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	CBC New Media Group, LLC		
Street Address:	2619 Western Boulevard		
City:	Raleigh		
State/Country:	NORTH CAROLINA		
Postal Code:	27606		
Entity Type:	LIMITED LIABILITY COMPANY: NORTH CAROLINA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3605153	MY LOCAL TV	
Serial Number:	85558871	S STEPLEADER	
CORRESPONDENCE DATA			
Fax Number:	9194168363		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	9192868078		
Email:	ADH-PTOTMCorrespondence@mvalaw.com		
Correspondent Name:	Moore & Van Allen PLLC		
Address Line 1:	430 Davis Drive		
Address Line 2:	Suite 500		
Address Line 4:	Morrisville, NORTH CAROLINA 27560		
ATTORNEY DOCKET NUMBER:	023314.197		
NAME OF SUBMITTER:	Arlene D. Hanks		

OP \$65.00 3605153

Signature:	/arlenedhanks/
Date:	06/01/2012
Total Attachments: 3 source=Assignment to CBC New Media Group, LLC#page1.tif source=Assignment to CBC New Media Group, LLC#page2.tif source=Assignment to CBC New Media Group, LLC#page3.tif	

**ASSIGNMENT OF TRADEMARKS/SERVICE MARKS
AND ACCOMPANYING GOODWILL**

THIS ASSIGNMENT is executed and effective as of the 24th day of May, 2012, (hereinafter the "**Effective Date**"), by and between CAPITOL BROADCASTING COMPANY, INCORPORATED, a North Carolina corporation, whose principal address is 2619 Western Boulevard, Raleigh, NC 27606 (the "**Assignor**"), and CBC NEW MEDIA GROUP, LLC, a North Carolina limited liability company, whose principal address is 2619 Western Boulevard, Raleigh, NC 27606 (the "**Assignee**").

WHEREAS, Assignor is the owner of the trademarks/service marks MY LOCAL TV and the registration therefor in the United States Patent and Trademark Office, Registration No. 3,605,153, and STEPLEADER & Design and the pending application therefor in the United States Patent and Trademark Office, Application Serial No. 85/558,871, (collectively, the "**Trademarks**"), the goodwill of the business associated therewith and symbolized thereby, and all rights appurtenant thereto, including, but not limited to, all common law rights, causes of action and the right to recover for past infringement, dilution or other misappropriation thereof; and

WHEREAS, Assignee is desirous of acquiring the Trademarks and all goodwill associated therewith and symbolized thereby and all rights appurtenant thereto;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which Assignor acknowledges by its execution below:

1. Assignor hereby assigns to Assignee all of its rights, title and interest in and to the Trademarks, including without limitation Registration No. 3,605,153 and Application Serial No. 85/558,871 of the United States Patent and Trademark Office, together with the goodwill of the business

connected with the use of and symbolized by said Trademarks and that portion of Assignor's business that pertains to the intent-to-use Application Serial No. 85/558,871 filed pursuant to Section 1(b) of the United States Trademark Act (15 U.S.C. § 1051, *et seq.*), and together with all rights appurtenant to said Trademarks, including without limitation all common law rights therein and any and all interests, claims and rights for damages and profits by reason of any past infringement or unauthorized use of the Trademarks, false designations of origin, unfair competition, deceptive trade practices and/or dilution related to the Trademarks, use of confusingly similar marks or names by others and all other related causes of action and the right to sue therefor.

2. Assignor agrees to perform all reasonable and proper additional acts and to execute any additional documents at the request and expense of Assignee which Assignee may require in order to transfer all of Assignor's rights, title and interest in and to the said Trademarks, to Assignee, its successors or assigns.

[THE NEXT PAGE IS THE SIGNATURE PAGE.]

IN WITNESS WHEREOF, the Assignor has executed this document on the day and date and effective as of the Effective Date set forth above.

**CAPITOL BROADCASTING COMPANY,
INCORPORATED**

Assignor

By: 

Name: JAMES F. GOODMAN, JR.

Title: VICE-PRESIDENT