

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
Media General Communications Holdings, LLC		06/25/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	World Media Enterprises Inc.		
Street Address:	1314 Douglas Street		
Internal Address:	Suite 1500		
City:	Omaha		
State/Country:	NEBRASKA		
Postal Code:	68102		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Registration Number:	2456449	R U READY?	
Serial Number:	73452624	WINSTON-SALEM JOURNAL	
Serial Number:	73691025	THE RICHMOND NEWS LEADER	
Serial Number:	73691028	RICHMOND TIMES-DISPATCH	
Serial Number:	73700979	DISCOVER RICHMOND	
Serial Number:	73775735	THE DAILY PROGRESS	
Serial Number:	74268943	STAR WATCH	
Serial Number:	74272601	CAROLINA WEDDINGS	
Serial Number:	74455587	VIRGINIA'S NEWS LEADER	
Serial Number:	74471005	ENTERTAINMENT SPOTLIGHT	
Serial Number:	75765627	THE BURG	
Serial Number:	75897166	R U READY?	
Serial Number:	78256258	TD CHANNELS	

TRADEMARK

CORRESPONDENCE DATA**Fax Number:** 7044448847*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.***Phone:** 704-343-2000**Email:** ksaltrick@mcguirewoods.com**Correspondent Name:** McGuireWoods LLP**Address Line 1:** 1345 Avenue of the Americas**Address Line 2:** Attention: Leon Yel, Esq.**Address Line 4:** New York, NEW YORK 10105**ATTORNEY DOCKET NUMBER:**

WORLD MEDIA ASSIGNMENT

NAME OF SUBMITTER:

Leon Yel, Esq., McGuireWoods LLP

Signature:

/Leon Yel/

Date:

06/25/2012

Total Attachments: 16

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is entered into as of this 25th day of June, 2012 (the "Effective Date") by **MEDIA GENERAL, INC.**, a Virginia corporation, **MEDIA GENERAL OPERATIONS, INC.**, a Delaware corporation, and **MEDIA GENERAL COMMUNICATIONS HOLDINGS, LLC**, a Delaware limited liability company, each with an address of 333 E. Franklin Street, Richmond, Virginia, 23219 (each an "Assignor" and, together, "Assignors"), to **WORLD MEDIA ENTERPRISES INC.**, a Delaware corporation with an address of 1314 Douglas Street, Suite 1500, Omaha, Nebraska, 68102 ("Assignee").

WHEREAS, Assignors and Assignee have entered into an Asset Purchase Agreement, dated May 17, 2012 (the "Purchase Agreement"), pursuant to which Assignors have agreed to convey, assign, sell, transfer and deliver (or to cause to be conveyed, assigned, sold, transferred and delivered), and Assignee has agreed to purchase, the Business Intellectual Property, including, without limitation, the registered trademarks and trademark applications set forth on Schedule A attached hereto and the common law marks set forth on Schedule B attached hereto, (collectively, the "Marks"); and

WHEREAS, Assignee has a bona fide intent to use the Marks in its business.

NOW, THEREFORE, each Assignor, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, hereby conveys, assigns, sells, transfers and delivers (or causes to be conveyed, assigned, sold, transferred and delivered) to Assignee, all right, title and interest in and to all trademarks, service marks, logos, slogans, trade names, and corporate names, and trade dress (including banners, flags, nameplates, and mastheads), that are included in the Business Intellectual Property, together with all translations, adaptations, derivations, and combinations thereof and including all goodwill associated therewith, and all applications, registrations and renewals in connection therewith (collectively, the "Trademarks"), and together with the right to sue and recover for any past infringements of the marks.

IN ADDITION, each Assignor covenants and agrees at any time, upon the request of Assignee, to deliver, or cause to be delivered, and to execute, or cause to be executed, all papers that may be necessary or desirable to perfect the title to said Trademarks which may be granted therefor in Assignee, its successors, assigns or any other legal representatives and will make, or cause to be made, all rightful oaths, or declarations, and do all lawful acts requisite for procuring the same therein, as reasonably necessary, without further compensation.

The parties hereby incorporate the recitals into this Assignment. All capitalized terms used but not defined herein have the respective meanings assigned to them in the Purchase Agreement. All representations and warranties from each Assignor to Assignee in the Purchase Agreement with respect to the Trademarks and the other rights assigned above are incorporated herein by reference, as of the dates such representations and warranties were and are being made. In the event of any conflict or inconsistency between the terms of the Purchase Agreement and the terms hereof, the terms of the Purchase Agreement shall govern. This Assignment shall be governed by, and construed in accordance with, the laws of the United States, in respect of trademark issues and in all other respects, including as to validity, interpretation and effect, by

the laws of the State of Delaware, without regard to the choice of law provisions or conflicts of law principles of such state.

This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which when taken together shall constitute one and the same instrument. Facsimile or PDF signatures shall be sufficient and fully binding.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, each Assignor has executed this Assignment as of the Effective Date.

MEDIA GENERAL, INC.

By: James F. Woodward
Name: James F. Woodward
Title: Vice President, Finance & Chief
Financial Officer

NOTARIAL CERTIFICATE

State of: Virginia)
City: Richmond) SS.
County of: Richmond)

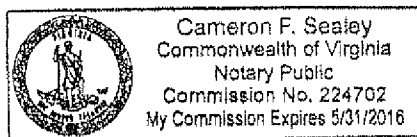
This instrument was executed before me on this 25th day of June, 2012, by

James F. Woodward, a citizen of the United States of America.

WITNESS my hand and official seal.

Cameron F. Sealey

Notary Public Signature



(Trademark Assignment)

IN WITNESS WHEREOF, each Assignor has executed this Assignment as of the Effective Date.

MEDIA GENERAL OPERATIONS, INC.

By: James F. Woodward
Name: James F. Woodward
Title: Treasurer

NOTARIAL CERTIFICATE

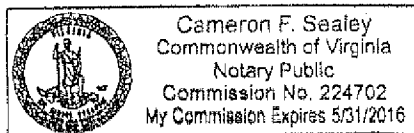
State of: Virginia)
City: Richmond) SS.
County of: Richmond)

This instrument was executed before me on this 25th day of June, 2012, by
James F. Woodward, a citizen of the United States of America.

WITNESS my hand and official seal.

Cameron F. Sealey

Notary Public Signature



(Trademark Assignment)

IN WITNESS WHEREOF, each Assignor has executed this Assignment as of the Effective Date.

**MEDIA GENERAL COMMUNICATIONS
HOLDINGS, LLC**

By: James F. Woodward
Name: James F. Woodward
Title: Treasurer

NOTARIAL CERTIFICATE

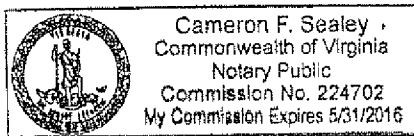
State of: Virginia)
City of: Richmond) SS.

This instrument was executed before me on this 25th day of June, 2012, by
James F. Woodward, a citizen of the United States of America.

WITNESS my hand and official seal.

Cameron F. Sealey

Notary Public Signature



(Trademark Assignment)

SCHEDULE A

Registered Trademarks and Trademark Applications

See attached.

SCHEDULE I

Registered Trademarks

U.S. Trademarks

Reel 003912; Frame 0950:

1	Serial #: Mark:	<u>73452624</u> WINSTON-SALEM JOURNAL	Filing Dt: 11/14/1983	Reg #: <u>1300523</u>	Reg. Dt: 10/16/1984
2	Serial #: Mark:	<u>73691025</u> THE RICHMOND NEWS LEADER	Filing Dt: 10/22/1987	Reg #: <u>1493105</u>	Reg. Dt: 06/21/1988
3	Serial #: Mark:	<u>73691028</u> RICHMOND TIMES-DISPATCH	Filing Dt: 10/22/1987	Reg #: <u>1493106</u>	Reg. Dt: 06/21/1988
4	Serial #: Mark:	<u>73700979</u> DISCOVER RICHMOND	Filing Dt: 12/14/1987	Reg #: <u>1530824</u>	Reg. Dt: 03/21/1989
5	Serial #: Mark:	<u>73775735</u> THE DAILY PROGRESS	Filing Dt: 01/23/1989	Reg #: <u>1557971</u>	Reg. Dt: 09/26/1989
6	Serial #: Mark:	<u>74268943</u> STAR WATCH	Filing Dt: 04/24/1992	Reg #: <u>1775176</u>	Reg. Dt: 06/08/1993
7	Serial #: Mark:	<u>74272601</u> CAROLINA WEDDINGS	Filing Dt: 05/05/1992	Reg #: <u>1767035</u>	Reg. Dt: 04/20/1993
8	Serial #: Mark:	<u>74455587</u> VIRGINIA'S NEWS LEADER	Filing Dt: 12/27/1993	Reg #: <u>1855758</u>	Reg. Dt: 09/27/1994
9	Serial #: Mark:	<u>74471005</u> ENTERTAINMENT SPOTLIGHT	Filing Dt: 12/15/1993	Reg #: <u>1934676</u>	Reg. Dt: 11/14/1995
10	Serial #: Mark:	<u>75765627</u> THE BURG	Filing Dt: 08/02/1999	Reg #: <u>2635945</u>	Reg. Dt: 10/15/2002
11	Serial #: Mark:	<u>75897166</u> R U READY?	Filing Dt: 01/14/2000	Reg #: <u>2456449</u>	Reg. Dt: 05/29/2001
12	Serial #: Mark:	<u>78256258</u> TD CHANNELS	Filing Dt: 05/30/2003	Reg #: <u>2899618</u>	Reg. Dt: 11/02/2004

Reel 003916; Frame 0704:

1	Serial #: Mark:	<u>75897166</u> R U READY?	Filing Dt: 01/14/2000	Reg #: <u>2456449</u>	Reg. Dt: 05/29/2001
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State Trademarks

Mark	Reg. No. (Serial No. / State)	Registrant	Goods/Services	Status
THE MESSENGER	16,280/NC	Media General Communications Holdings, LLC	Printed newspaper	Registered
THE REIDSVILLE REVIEW	14,492/NC	Media General Communications Holdings, LLC	Newspaper	Registered

SCHEDULE B

Common Law Marks

See attached.

COMMON LAW TRADEMARKS

Lynchburg/Danville

COMMON LAW TRADEMARKS
MARK
(AMHERST) NEW ERA-PROGRESS
BREAST CANCER AWARENESS
BUZZ
CALENDAR (REIDSVILLE)
CENTRAL VIRGINIA ALMANAC
CHAMBER/ENTERPRISE
DANVILLE REGISTER & BEE
DISCOVER
DISCOVER DAN RIVER REGION
DRIVE
EDEN NEWS
ENTERTAINMENT SPOTLIGHT
FAITH & VALUES (DANVILLE)
FAITH & VALUES (LYNCHBURG)
GUIDE TO HEALTHCARE
HISTORIC GARDEN DAY
HOLIDAY GIFT GUIDE
HOLIDAY RECIPES
HOMES, ETC.
IT'S ALL ABOUT HER (DANVILLE)
LYNCHBURG FINE ARTS
OUT AND ABOUT
NELSON COUNTY TIMES
PARADE OF HOMES
PHONE BOOK - DANVILLE
PHONE BOOK - MARTINSVILLE
PROVIDENCE FIRE DEPARTMENT SPRING FLING
PULSE
READER'S CHOICE
REAL ESTATE THIS WEEK
THE (MADISON) MESSENGER
THE BURG
THE NEWS & ADVANCE
THE REIDSVILLE REVIEW
TRENDS
TRIBUTE TO VETS
VISITORS MAP (DANVILLE)

ZEST

Richmond

COMMON LAW TRADEMARKS
MARK
CELEBRATIONS
CUMBERLAND TELEPHONE DIRECTORY
CUMBERLAND TODAY
DISCOVER CHESTERFIELD
DISCOVER GOOCHLAND COUNTY GUIDE
DISCOVER HANOVER COUNTY
DISCOVER POWHATAN
DISCOVER RICHMOND
GOOCHLAND GAZETTE
GOOCHLAND CHAMBER MEMBERSHIP DIRECTORY
GOTCHA!
HOUSEHOLD DIRECT (RICHMOND.COM PRINT, URBAN NEWS)
MECHANICSVILLE LOCAL
METRO BUSINESS
MIDLOTHIAN EXCHANGE
NURSING IN VIRGINIA
POWHATAN TELEPHONE DIRECTORY
POWHATAN TODAY
POWHATAN TODAY (MASS-MAILING)
RICHMOND TIMES-DISPATCH
RICHMOND.COM (IN PRINT)
SUNDAY DIRECT
THE HOMETOWN EXCHANGE
URBAN VIEWS (WAS METRO MONEY SAVER)

Charlottesville

COMMON LAW TRADEMARKS
MARK
BUSINESS INSIDER MAGAZINE
CALENDAR
CALENDAR - STAR EXPONENT
CENTRAL VIRGINIA GOLF MAGAZINE
CHARLOTTESVILLE WOMAN
CULPEPER COMMUNITY GUIDE (CHAMBER DIRECTORY)
CULPEPER CONNECTIONS
CULPEPER NEWS

CULPEPER STAR-EXPONENT
 FAITH & VALUES (WAYNESBORO)
 GREENE COUNTY GUIDE
 GREENE COUNTY RECORD
 HOME STYLE
 MADISON COUNTY EAGLE
 MADISON COUNTY GUIDE
 ORANGE COUNTY GUIDE
 ORANGE COUNTY REVIEW
 PROGRESS PLUS
 PROTECTING OUR KIDS (WAYNESBORO)
 READERS' CHOICE
 REAL ESTATE SHOWCASE
 SILVER LININGS
 THE CHARLOTTESVILLE BUSINESS JOURNAL
 THE DAILY PROGRESS
 THE NEWS VIRGINIAN
 THE RURAL VIRGINIAN
 THE SHENANDOAH SHOPPER
 TV TIME
 VALLEY HOUSE AND HOME
 WELCOME/THE GUIDE TO CENTRAL VIRGINIA

Winston-Salem

COMMON LAW TRADEMARKS
MARK
CAROLINA WEDDINGS
CITY GUIDE
LOCAL FLAVOR - TMC
MEDICAL RESOURCE GUIDE
PARADE OF HOMES
READER'S CHOICE
RELISH
SHOWCASE OF REMODELED HOMES
SPRING FESTIVAL OF HOMES
SUNDAY DIRECT
THE BIG EAT
TRIAD HOME & GARDEN
TV JOURNAL
WINSTON-SALEM JOURNAL
WINSTON-SALEM MONTHLY

Florence

COMMON LAW TRADEMARKS

MARK

BBQ & SHAG FESTIVAL
BEST OF THE PEE DEE (FLORENCE)
CITIXPRESS AUCTION CATALOG
DARLINGTON RACEWAY
GIFT GUIDE CATALOG
GOLDEN LEAF FESTIVAL
GRADUATION TAB
HARTSVILLE CHAMBER DIRECTORY
LAKE CITY NEWS & POST/HEMINGWAY WEEKLY OBSERVER
LAWN AND GARDEN
LC TOBACCO FESTIVAL
MARION GRADUATION TAB
MARION STAR & MULLINS ENTERPRISE
MORNING NEWS
NATIONAL NURSES WEEK
NEWS EXTRA
PEARLS OF WISDOM
PEE DEE ANSWER GUIDE
PREP FOOTBALL 2012 BROADSHEET
PROFILES ON AUTOMOTIVE
PROFILES ON FINANCE
PROFILES ON HEALTHCARE
PROFILES ON REALTORS
PULSE (HARTSVILLE)
RELISH EVENT SECTION
RENO FESTIVAL
SHOP LOCAL TAX FREE WEEKEND
SPRING HOME
THE (HARTSVILLE) MESSENGER
WEDDINGS MAGAZINE

Northern Virginia

COMMON LAW TRADEMARKS
MARK
BELVOIR EAGLE
EXPLORE NORTHERN VIRGINIA (FORMERLY DISCOVER, THEN ROAM)
INSIDENOVA WEEKLY (PREVIOUSLY PW PULSE)
NEWS & MESSENGER
PW BUSINESS
QUANTICO SENTRY
STAFFORD COUNTY SUN

Alabama

COMMON LAW TRADEMARKS
MARK
ARMY FLIER
BOATING & RECREATION
CLASSIFIED MARKETPLACE
ENTERPRISE LEDGER
EUFAULA AREA REAL ESTATE AND VISITORS GUIDE
FAITH & VALUES - DOTHAN
FAITH & VALUES (ENTERPRISE)
FAITH & VALUES (MARIANNA)
HOME SEEKER (OPELIKA-AUBURN)
JACKSON COUNTY FLORIDAN
OPELIKA-AUBURN NEWS
OUT & ABOUT VISTORS' GUIDE
OUT & ABOUT VISTORS' GUIDE
PHYSICIANS DIRECTORY (DOTHAN)
PHYSICIANS GUIDE (OPELIKA-AUBURN)
RESTAURANT GUIDE
SHOWCASE OF REAL ESTATE
THE CORNER
THE DOTHAN EAGLE
THE DOTHAN PROGRESS
THE EUFAULA TRIBUNE
THE OPELIKA BULLETIN
VISITORS GUIDE
WELCOME TO ... VISITORS' GUIDE
WIREGRASS MAGAZINE
WIREGRASS TOP HOMES

North Carolina Community

COMMON LAW TRADEMARKS
MARK
HARRISBURG HORIZONS
HDR PLUS
HICKORY DAILY RECORD
HOMEFINDER
INDEPENDENT TRIBUNE
PHYSICANS DIRECTORY (STATESVILLE)
PHYSICIANS DIRECTORY (CONCORD)
PHYSICIANS DIRECTORY (HICKORY)
PHYSICIANS DIRECTORY (MOORESVILLE)
STATESVILLE RECORD & LANDMARK
SUPERBUZZ
THE (MCDOWELL) EXPRESS
THE MCDOWELL NEWS
THE MOORESVILLE TRIBUNE
THE NEWS HERALD

Southwest VA/TN

COMMON LAW TRADEMARKS
MARK
BRISTOL HERALD COURIER
BRISTOL MOTOR SPEEDWAY RACE EDITION
CLINCH VALLEY NEWS
HOME SEEKER (BRISTOL)
IT'S ALL ABOUT HER (CONSOLIDATED BRISTOL AND WYTHEVILLE)
MOUNTAIN EMPIRE - SMYTH (ONE CONSOLIDATED EDITION FOR ALL MARKETS - PREPRINTS ZONED)
RICHLANDS NEWS-PRESS
SMYTH COUNTY NEWS & MESSENGER
THE BLAND COUNTY MESSENGER
THE FLOYD PRESS
TOUCHDOWN FRIDAY NIGHT
WASHINGTON COUNTY NEWS
WYTHEVILLE ENTERPRISE