

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	<b>CORRECTIVE ASSIGNMENT</b>		
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the CONVEYING PARTY DATA previously recorded on Reel 004196 Frame 0201. Assignor(s) hereby confirms the ASSIGNMENT OF THE ENTIRE INTEREST AND GOODWILL.		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Sun-Times Media IP, LLC		04/23/2010	LIMITED LIABILITY COMPANY: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
Name:	Make It Better LLC		
Street Address:	1150 Wilmette Avenue		
Internal Address:	Suite J		
City:	Wilmette		
State/Country:	ILLINOIS		
Postal Code:	60091		
Entity Type:	LIMITED LIABILITY COMPANY: ILLINOIS		
<b>PROPERTY NUMBERS Total: 3</b>			
Property Type	Number	Word Mark	
Registration Number:	3035690	NORTH SHORE	
Registration Number:	3035658	NORTHSHORE	
Registration Number:	3035652	NORTHSHORE	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	2149813400		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2149813308		
Email:	jchester@sidley.com		
Correspondent Name:	Julia Chester c/o Sidley Austin LLP		
Address Line 1:	717 N. Harwood		
Address Line 2:	Suite 3400		
Address Line 4:	Dallas, TEXAS 75201		

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ATTORNEY DOCKET NUMBER:	68098-00601
NAME OF SUBMITTER:	Julia M. Chester
Signature:	/Julia M. Chester/
Date:	08/10/2012
<p>Total Attachments: 6</p> <p>source=Sun Times Assignment#page1.tif</p> <p>source=Cover Sheet#page1.tif</p> <p>source=Cover Sheet#page2.tif</p> <p>source=Cover Sheet#page3.tif</p> <p>source=Cover Sheet#page4.tif</p> <p>source=Cover Sheet#page5.tif</p>	

## CONFIRMATORY ASSIGNMENT

This Agreement is effective as of April 23, 2010 by and between Sun-Times Media IP, LLC an Illinois limited liability company ("Assignor") and Make It Better LLC, an Illinois limited liability company ("Assignee").

**WHEREAS**, Assignor was the sole owner of all right, title and interest in and to the following trademarks, together with the goodwill of the business symbolized by the marks;

NORTH SHORE, U.S. Trademark Registration No. 3,035,690

NORTHSHORE, U.S. Trademark Registration No. 3,035,658

NORTHSHORE, U.S. Trademark Registration No. 3,035,652

**WHEREAS**, on April 23, 2010, Assignee acquired the entire right, title and interest in and to the trademarks, together with the goodwill of the business symbolized by the marks;

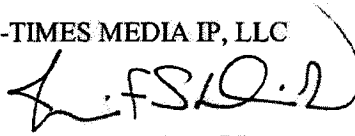
**WHEREAS**, Assignee desires Assignor now to confirm said sale, assignment, and transfer insofar as it relates to said trademark, together with the goodwill of the business symbolized thereby;

**NOW THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Sun-Times Media IP, LLC, by these presents, confirms that effective April 23, 2010, it sold, assigned, transferred and conveyed, unto Make It Better LLC, its successors, assigns and legal representatives, the entire right, title and interest in and to the above marks, together with all goodwill of the business symbolized thereby, the same to be held and enjoyed by Make It Better LLC for its own use and benefit and for the use and benefit of its successors, assigns and legal representatives.

IN WITNESS WHEREOF, Assignor has executed this Agreement as of the date first written above.

SUN-TIMES MEDIA IP, LLC

BY



Marielle V. Lifshitz,  
Secretary

TO:SIDLEY AUSTIN LLP C/O J CHESTER COMPANY:717 N. HARWOOD

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Electronic Version v1.1

04/29/2010

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL												
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ATTORNEY DOCKET NUMBER:	68096-10010												

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TO:SIDLEY AUSTIN LLP C/O J AIA CHESTER COMPANY:717 N. H WOOD

NAME OF SUBMITTER:	Julia Chester
Signature:	/Julia Chester/
Date:	04/29/2010
Total Attachments: 2 source=Make It Better Assign#page1.tif source=Make It Better Assign#page2.tif	