

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
Robinson Media Company, LLC		07/20/2012	LIMITED LIABILITY COMPANY: TEXAS

RECEIVING PARTY DATA

Name:	Waco Media Company, Inc. f/k/a WMCOWH Company, Inc.
Street Address:	1314 Douglas Street
Internal Address:	Suite 1500
City:	Omaha
State/Country:	NEBRASKA
Postal Code:	68102
Entity Type:	CORPORATION: TEXAS

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Serial Number:	85597692	WACO TRIBUNE-HERALD H.O.T. READER'S CHOICE A W A R D S
Registration Number:	2441191	ACCESS WACO
Registration Number:	1605538	WACO TRIBUNE-HERALD
Registration Number:	2190625	WACO TODAY
Registration Number:	2195235	H.O.T. CLASSIFIEDS!
Registration Number:	2919564	PICK IT UP! CLICK IT UP!
Registration Number:	4127667	WE ARE THERE.
Registration Number:	4055510	H.O.T. READER'S CHOICE AWARDS
Registration Number:	2931378	
Registration Number:	4090017	WACO TRIBUNE-HERALD H.O.T. READER'S CHOICE AWARDS

OP \$265.00 85597692

Fax Number: 4023909005

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 402 390-9500

Email: ip@koleyjessen.com

Correspondent Name: Roberta L. Christensen

Address Line 1: 1125 S 103rd Street

Address Line 2: One Pacific Place, Suite 800

Address Line 4: Omaha, NEBRASKA 68124

ATTORNEY DOCKET NUMBER:	7011-0033 OWH
NAME OF SUBMITTER:	Roberta L. Christensen
Signature:	/rlc/
Date:	08/13/2012

Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into effective July 23, 2012, by Robinson Media Company, LLC, a Texas limited liability company ("Assignor"), in favor of Waco Media Company, Inc., a Texas corporation f/k/a WMCOWH Company, Inc. ("Assignee"), having an address of 1314 Douglas Street, Suite 1500, Omaha, Nebraska 68102.

WHEREAS, Assignor is the owner of the trademarks listed on Exhibit "A", attached hereto (the "Trademarks"), and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, all applications and registrations therefor, and all claims for damages arising out of or relating to past or continuing infringements thereof, if any, with the right to sue for and collect such damages.

Assignor hereby covenants that it has full right, power and authority and has been duly authorized to convey the right, title and interest herein assigned, and that it has not and will not execute any agreement in conflict herewith. Assignor further covenants that, when requested, it will, without charge to Assignee, execute all documents and take all such further actions as may be necessary, desirable or convenient to enable Assignee to obtain, maintain and enforce its rights and interest in and to the Trademarks in any and all countries. No provision set forth in this Trademark Assignment shall be deemed to enlarge, alter or amend the terms and provisions of the Asset Purchase Agreement dated June 22, 2012, by and between Assignor and Assignee, (the "Purchase Agreement"). In the event of any conflict between the provisions of this Trademark Assignment and the Purchase Agreement, the terms and provisions of the Purchase Agreement will govern.

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IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed by its duly authorized officer as the date first written above.

Robinson Media Company, LLC, Assignor

By: Gordon D. Robinson

Title: President

State of Texas)
) ss.
County of Melissa)

On this 20th day of July, 2012, before a Notary Public in and for the country and state aforesaid, appeared Gordon D. Robinson, to me personally known to be the signer of the foregoing instrument, and acknowledged execution of said instrument as a free and voluntary act for the uses and purposes therein expressed.



Gwen Burnham
Notary Public

Exhibit "A"

<u>Trademark</u>	<u>Serial No/Registration No.</u>
WACO TRIBUNE-HERALD H.O.T. READER'S CHOICE AWARDS (AND DESIGN)	85/597,692
ACCESS WACO	2,441,191
WACO TRIBUNE-HERALD	1,605,538
WACO TODAY	2,190,625
H.O.T. CLASSIFIEDS!	2,195,235
PICK IT UP! CLICK IT UP!	2,919,564
WE ARE THERE.	4,127,667
H.O.T. READER'S CHOICE AWARDS	4,055,510
MISCELLANEOUS DESIGN (MOUSE)	2,931,378
WACO TRIBUNE-HERALD H.O.T. READER'S CHOICE AWARDS (AND DESIGN)	4,090,017