

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Halifax California, LLC		11/08/2012	LIMITED LIABILITY COMPANY: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sonoma Media Investments LLC		
<b>Street Address:</b>	117 W Napa Street		
<b>City:</b>	Sonoma		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95476		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1104749	THE PRESS DEMOCRAT	
<b>Registration Number:</b>	1072649	THE PRESS DEMOCRAT	
<b>Registration Number:</b>	3219183	BELLEVIEW PRESS	
<b>Serial Number:</b>	85337825	SONOMA LIVING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4156932222		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
<b>Phone:</b>	415 693 2171		
<b>Email:</b>	rsingh@cooley.com		
<b>Correspondent Name:</b>	Ariana G. Hiscott		
<b>Address Line 1:</b>	1299 Pennsylvania Avenue, NW, Suite 700		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20004		
<b>ATTORNEY DOCKET NUMBER:</b>	306488-111		

CH \$115.00 1104749

NAME OF SUBMITTER:	Ariana G. Hiscott
Signature:	/Ariana G. Hiscott/
Date:	03/14/2013
<b>Total Attachments: 3</b> source=Assignment - Halifax California to Sonoma Media#page1.tif source=Assignment - Halifax California to Sonoma Media#page2.tif source=Assignment - Halifax California to Sonoma Media#page3.tif	

## ASSIGNMENT OF TRADEMARKS

This Assignment Agreement ("Assignment Agreement") is made and entered into as of November 8, 2012, by and among HALIFAX CALIFORNIA, LLC, a Florida limited liability company (the "Assignor"), and SONOMA MEDIA INVESTMENTS LLC, a California limited liability company ("Assignee"). All capitalized terms used herein but not otherwise defined shall have the respective meanings ascribed to them in the Purchase Agreement (as defined below).

WHEREAS, Assignor and Assignee have entered into that certain Asset Purchase Agreement, dated as of October 11, 2012 (the "Purchase Agreement"), pursuant to which Assignor has agreed to sell, assign, transfer, convey and deliver to Assignee, among other assets, their entire right, title and interest in and to all trademarks, service marks, trade names, logos and trade dress owned by Assignor and Related to the Business, 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. Assigns, transfers, sells and conveys, and confirms that Assignor has assigned, transferred, sold and conveyed to Assignee their entire right, title, and interest in and to the Assigned Trademarks, including all goodwill associated therewith, and the right to sue for and the remedies resulting from past and future infringement of the foregoing.

2. Authorizes and requests 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.


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.

*[Signature page to follow]*

IN WITNESS WHEREOF, the parties hereto have duly executed this Assignment Agreement as of the date first written above.

**ASSIGNOR**

**HALIFAX CALIFORNIA, LLC**

By:  \_\_\_\_\_

Name: Michael Redding

Title: Authorized Representative

**ASSIGNEE**

**SONOMA MEDIA INVESTMENTS LLC**

By: **Kenwood Investments No. 3, LLC**

Its: **Manager**

By:  \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

**EXHIBIT A**

THE PRESS DEMOCRAT	1,104,749	10/24/1978	U.S. Patent and Trademark Office
THE PRESS DEMOCRAT	1,072,649	9/6/1977	U.S. Patent and Trademark Office
BELLEVIEW PRESS	3,219,183	09/13/2007	U.S. Patent and Trademark Office
SONOMA LIVING	85/337/825	3/6/2012	U.S. Patent and Trademark Office
SAVOR WINE COUNTRY	110836	4/4/2005 (Expired) New filing Pending	California Secretary of State
SAVOR WINE COUNTRY	060383	4/4/2005 (Expired) New filing Pending	California Secretary of State