

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM331143

| | | | |
|---|--|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Scripps Media, Inc. | | 01/01/2015 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Scripps NP Operating, LLC | | |
| Street Address: | 312 Walnut St. | | |
| Internal Address: | Suite 2800 | | |
| City: | Ann Arbor | | |
| State/Country: | OHIO | | |
| Postal Code: | 45205 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: WISCONSIN | | |
| PROPERTY NUMBERS Total: 8 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2415110 | BEST OF THE BEST | |
| Registration Number: | 3720318 | TREASURECOASTMOMS.COM | |
| Registration Number: | 3663366 | PNWMOMS.COM | |
| Registration Number: | 3720315 | SWFLMOMS.COM | |
| Registration Number: | 3720316 | ABILENEMOMS.COM | |
| Registration Number: | 3845046 | OURMOMS.COM | |
| Registration Number: | 3663367 | MIDSOUTHMOMS.COM | |
| Registration Number: | 3663368 | KNOXMOMS.COM | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 734-623-1906 | | |
| Email: | cmitchell@dickinsonwright.com | | |
| Correspondent Name: | Christopher A. Mitchell | | |
| Address Line 1: | 350 S. Main Street | | |
| Address Line 2: | Suite 300 | | |
| Address Line 4: | Ann Arbor, MICHIGAN 48104 | | |
| ATTORNEY DOCKET NUMBER: | 51852-9 | | |

OP \$215.00 2415110

| | |
|---|---------------------------|
| NAME OF SUBMITTER: | Christopher A. Mitchell |
| SIGNATURE: | /Christopher A. Mitchell/ |
| DATE SIGNED: | 02/05/2015 |
| Total Attachments: 5 source=Assignment4#page1.tif source=Assignment4#page2.tif source=Assignment4#page3.tif source=Assignment4#page4.tif source=Assignment4#page5.tif | |

**TRADEMARK ASSIGNMENT AND ASSUMPTION AGREEMENT
(4. Scripps Media, Inc. to Scripps NP Operating, LLC)**

This Trademark Assignment and Assumption Agreement (this "Agreement") is by and between Scripps Media, Inc., a Delaware corporation ("Assignor"), and Scripps NP Operating, LLC, a Wisconsin limited liability company formerly known as Desk NP Operating, LLC ("Assignee"), and is dated as of January 1, 2015 (the "Effective Date") and made effective as of immediately following the execution and delivery to Assignor of the Prior Assignment (as defined below).

WHEREAS, the parties to this Agreement are parties to that certain Master Transaction Agreement, dated as of July 30, 2014, by and among The E. W. Scripps Company, Assignor, Desk Spinco, Inc., Assignee, Desk NP Merger Co., Desk BC Merger, LLC, Journal Communications, Inc., Boat Spinco, Inc., Boat NP Merger Co., and Boat NP Newco, Inc. (the "MTA").

WHEREAS, certain of the Trademarks (as defined below) have been assigned to Assignor as of the Effective Date but prior to the execution and delivery of this Agreement (the "Prior Assignment"), and the MTA provides that on or before the Closing Date, certain assets will be transferred among the parties to this Agreement as provided herein.


NOW, THEREFORE, in consideration of the foregoing, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties to this Agreement, intending to be legally bound, hereby agree as follows:

1. All capitalized terms used and not defined herein shall have the meanings provided in the MTA.
2. Effective as of the Effective Date, Assignor hereby contributes, transfers, and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title and interest in and to the trademarks, service marks, and trade names (collectively, the "Trademarks") listed on Exhibit A attached hereto, including the right to sue and recover damages and other remedies for any infringements, dilutions and/or other violations of the Trademarks, including past infringements, dilutions and/or other violations, and together with the goodwill of the business(es) symbolized by the Trademarks.
3. This Agreement shall be binding upon on and inure to the benefit of the parties hereto, their heirs, executors, administrators, successors in interest and assigns.
4. This Agreement shall be governed by and construed in accordance with the laws of the State of New York, without regard to the conflicts of law rules of such state, except to the extent that the DGCL, ORC, the WBCL and the Wisconsin LLC Act mandatorily apply and govern certain of the Transactions. This Agreement is made without representations or warranties except as set forth in the MTA.

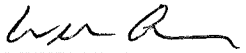
[Signatures contained on next page.]

Entered into as of January 1, 2015.

ASSIGNOR:
SCRIPPS MEDIA, INC.

By: 
Name: William Appleton
Title: Senior Vice President and General Counsel

ASSIGNEE:
SCRIPPS NP OPERATING, LLC

By: 
Name: William Appleton
Title: Secretary

[Trademark Assignment and Assumption Agreement #4]

TRADEMARK
REEL: 005453 FRAME: 0453

Exhibit A – Trademarks

[See attached.]

COLUMBUS 51852-9 25353v2

[Trademark Assignment and Assumption Agreement #4]

TRADEMARK
REEL: 005453 FRAME: 0454

List of Trademarks Being Transferred
(4. Scripps Media, Inc. to Scripps NP Operating, LLC)

| Owner: | Trademark: | Country/ State | Application Number: | Filing Date: | Registration Number: | Registration Date: | Trademark Status | Mark Type |
|---------------------|--------------------------------|---------------------------|--------------------------------|---------------------|---------------------------------|-------------------------------|-----------------------------|---------------------------|
| Scripps Media, Inc. | BEST OF THE BEST (Stylized) | United States of America | 75/608,572 | 12/17/1998 | 2,415,110 | 12/26/2000 | Registered | Trademark |
| Scripps Media, Inc. | TREASURECOASTMOMS.COM | United States of America | 77/656,096 | 1/25/2009 | 3,720,318 | 12/1/2009 | Registered | Supplemental Registration |
| Scripps Media, Inc. | PNWMOMS.COM | United States of America | 77/656,072 | 1/25/2009 | 3,663,366 | 8/4/2009 | Registered | Trademark |
| Scripps Media, Inc. | SWFLMOMS.COM | United States of America | 77/656,077 | 1/25/2009 | 3,720,315 | 12/1/2009 | Registered | Supplemental Registration |
| Scripps Media, Inc. | ABILENEMOMS.COM | United States of America | 77/656,082 | 1/25/2009 | 3,720,316 | 12/1/2009 | Registered | Supplemental Registration |
| Scripps Media, Inc. | OURMOMS.COM | United States of America | 77/930,383 | 2/8/2010 | 3,845,046 | 9/7/2010 | Registered | Trademark |

| | | | | | | | | |
|---------------------|------------------|--------------------------|------------|-----------|-----------|----------|------------|-----------|
| Scripps Media, Inc. | MIDSOUTHMOMS.COM | United States of America | 77/656,086 | 1/25/2009 | 3,663,367 | 8/4/2009 | Registered | Trademark |
| Scripps Media, Inc. | KNOXMOMS.COM | United States of America | 77/656,087 | 1/25/2009 | 3,663,368 | 8/4/2009 | Registered | Trademark |