

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM340028

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Contribution Agreement		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Journal Communications, Inc.		03/31/2015	CORPORATION: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Boat Spinco, Inc.		
<b>Street Address:</b>	333 West State Street		
<b>City:</b>	Milwaukee		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53203		
<b>Entity Type:</b>	CORPORATION: WISCONSIN		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2979242	JRN	
<b>Registration Number:</b>	4428038	JOURNAL PRINT GROUP	
<b>Registration Number:</b>	4428039	JOURNAL PRINT GROUP JPG	
<b>Registration Number:</b>	4609854	JRN JOURNAL COMMUNICATIONS	
<b>Serial Number:</b>	86320982	JOURNAL MEDIA GROUP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4142974900		
<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>			
<b>Phone:</b>	414 271-2400		
<b>Email:</b>	ipdocketing@foley.com, jrodriguez@foley.com		
<b>Correspondent Name:</b>	Mark J. Diliberti - Foley & Lardner LLP		
<b>Address Line 1:</b>	777 East Wisconsin Avenue		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202		
<b>ATTORNEY DOCKET NUMBER:</b>	043825-0315		
<b>NAME OF SUBMITTER:</b>	Mark J. Diliberti		
<b>SIGNATURE:</b>	/MJD/		
<b>DATE SIGNED:</b>	05/01/2015		
<b>Total Attachments: 2</b>			

OP \$140.00 2979242

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source=Contribution Agreement (March 2015)#page2.tif

## CONTRIBUTION AGREEMENT

**THIS CONTRIBUTION AGREEMENT** (this "Agreement"), is effective as of 11:59 p.m., Central Time, on March 31, 2015 (the "Effective Time"), is made and entered into by and between Journal Communications, Inc., a Wisconsin corporation ("Journal"), and Boat Spinco, Inc., a Wisconsin corporation ("Journal Spinco").

**WHEREAS**, The E. W. Scripps Company, Scripps Media, Inc., Desk Spinco, Inc., Scripps NP Operating, LLC (f/k/a Desk NP Operating, LLC), Desk NP Merger Co., Desk BC Merger, LLC, Journal, Journal Spinco, Boat NP Merger Co. and Journal Media Group, Inc. (f/k/a Boat NP Newco, Inc.) are parties to that certain Master Transaction Agreement, dated as of July 30, 2014 (the "Master Agreement"); and

**WHEREAS**, pursuant to Section 3.01(a) of the Master Agreement, Journal, as the sole stockholder of Journal Spinco, is required to contribute to Journal Spinco (i) cash in the amount of \$10 million, (ii) all of the issued and outstanding shares of capital stock of Journal Sentinel Inc., a Wisconsin corporation, and (iii) all of the issued and outstanding shares of capital stock of Journal Community Publishing Group, Inc., a Wisconsin corporation (the "Newspaper Assets"); and

**WHEREAS**, Journal desires to make a contribution to Journal Spinco by transferring the Newspaper Assets to Journal Spinco (the "Newspaper Contribution").

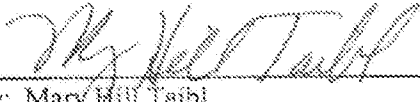
**NOW, THEREFORE**, in consideration of the foregoing and the covenants set forth in this Agreement and the Master Agreement, and intending to be legally bound, Journal and Journal Spinco agree as follows:

1. Newspaper Contribution. Journal hereby agrees to make, and hereby does make, the Newspaper Contribution as of the Effective Time.
2. Receipt by Journal Spinco. Journal Spinco hereby acknowledges receipt of the Newspaper Assets from Journal pursuant to the Newspaper Contribution.
3. Miscellaneous. Sections 15.02, 15.03, 15.06, 15.07, 15.08, 15.09, 15.10, 15.11, 15.12 and 15.13 of the Master Agreement are incorporated by reference into this Agreement and shall apply to this Agreement as though the phrase "this Agreement" as used in such Sections refer to this Agreement (as opposed to the Master Agreement).

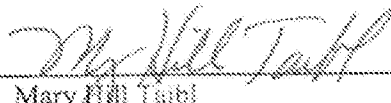
[Signature page follows]

IN WITNESS WHEREOF, Journal and Journal Spinco have executed this Agreement as of the day and year first above written.

**JOURNAL COMMUNICATIONS, INC.**

By:   
Name: Mary Hill Taibi  
Title: Senior Vice President, General  
Counsel, Secretary and Chief  
Compliance Officer

**BOAT SPINCO, INC.**

By:   
Name: Mary Hill Taibi  
Title: Secretary

*[Signature page to Contribution Agreement (Newspaper Assets from Journal to Journal Spinco)]*