

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM340031

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
BOAT SPINCO, INC.		04/29/2015	CORPORATION: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	JOURNAL MEDIA GROUP, 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: 4</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>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 Ave		
<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: 3</b>			
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**TRADEMARK ASSIGNMENT**

WHEREAS, **BOAT SPINCO, INC.** a **Wisconsin** corporation, of **333 West State Street, Milwaukee, Wisconsin 53203** (“Assignor”) is the current owner of the trademark registrations/applications and all associated rights listed on the attached schedule (the “Marks”); and

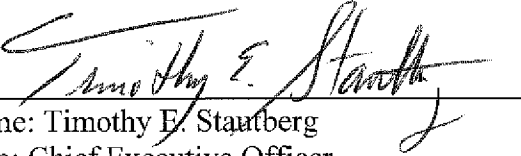
WHEREAS, **JOURNAL MEDIA GROUP, INC.** a **Wisconsin** corporation of **333 West State Street, Milwaukee, Wisconsin 53203** (“Assignee”) wishes to acquire the Marks together with the goodwill of the business in connection with which the Marks are used;

NOW, THEREFORE, in consideration of and in exchange for \$1.00 and other valuable and legally sufficient consideration, the receipt of which Assignor hereby acknowledges, Assignor hereby agrees to and does sell, assign and transfer to Assignee its entire right, title and interest in and to the Marks together with the goodwill of the business to which the Marks pertain, as well as all rights of enforcement and recovery for past infringement. Assignor further agrees to take all reasonable and necessary steps to implement the provisions of this assignment.

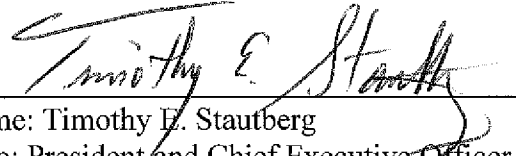
This assignment is effective as of April 29, 2015.

IN WITNESS WHEREOF, the undersigned have executed this Trademark Assignment effective as of the date first written above.

**BOAT SPINCO, INC.**

By:   
Name: Timothy E. Stautberg  
Title: Chief Executive Officer

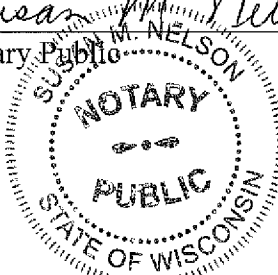
**JOURNAL MEDIA GROUP, INC.**

By:   
Name: Timothy E. Stautberg  
Title: President and Chief Executive Officer

NOTARY CERTIFICATE

State of Wisconsin )  
 ) SS  
County of Milwaukee )

On this 29 day of April, 2015 before me appeared Timothy E. Stautberg, known to me personally and in the capacity in which he/she has signed, and after executing this document acknowledged and affirmed that he/she did so freely, and in the capacity indicated, and that he/she has the power and authority to do so in that capacity and on behalf of that entity.

Susan M. Nelson  
Notary Public  


State of Wisconsin )  
 ) SS  
County of Milwaukee )

On this 29 day of April, 2015 before me appeared Timothy E. Stautberg, known to me personally and in the capacity in which he/she has signed, and after executing this document acknowledged and affirmed that he/she did so freely, and in the capacity indicated, and that he/she has the power and authority to do so in that capacity and on behalf of that entity.

Susan M. Nelson  
Notary Public

