

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM404135

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|---|--|-----------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| New Media Holdings I, LLC | | 01/01/2016 | Limited Liability Company: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Idaho Business Review, LLC | | |
| Street Address: | 175 Sully's Trail, 3rd Floor | | |
| City: | Pittsford | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 14534 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2975249 | IDAHO BUSINESS REVIEW | |
| Registration Number: | 3027293 | IDAHO BUSINESS REVIEW | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2165669711 | | |
| <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: | 216-566-9700 | | |
| Email: | docketing@rankinhill.com | | |
| Correspondent Name: | Rankin, Hill & Clark LLP | | |
| Address Line 1: | 38210 Glenn Avenue | | |
| Address Line 4: | Willoughby, OHIO 44094-7808 | | |
| ATTORNEY DOCKET NUMBER: | GHM-40602 | | |
| NAME OF SUBMITTER: | Stephen A Hill | | |
| SIGNATURE: | /stephen a hill/ | | |
| DATE SIGNED: | 11/02/2016 | | |
| Total Attachments: 3 | | | |
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Trademark Assignment

Whereas, New Media Holdings I, LLC, a limited liability company organized under the laws of the State of Delaware (hereinafter referred to as "ASSIGNOR"), is the owner of the trademarks which are listed in Exhibit 1 attached hereto; and

Whereas, Idaho Business Review, LLC, a limited liability company organized under the laws of the State of Delaware, having a principal place of business at 175 Sully's Trail, 3rd Floor, Pittsford, New York 14534 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the entire rights in and to said marks;

Now, Therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks, and the above-identified registrations of said marks, as of the 1st day of January 2016.

NEW MEDIA HOLDINGS I, LLC

By Polly Grunfeld Sack
Printed Name: Polly Grunfeld Sack
Title: Se. V.P. Secretary +
General Counsel

STATE OF NEW YORK

COUNTY OF MONROE

On this 2nd day of NOV. 2016, before me appeared POLLY GRUNFELD SARK, the person who signed this instrument, who acknowledged that he or she signed it as a free act on behalf of the identified company with authority to do so.

(Notarial Seal)

Monica L. Treviso
Notary Public

MONICA L TREVISO
Notary Public, State of New York
Registration #01TR6020711
Qualified in Monroe County
Commission Expires March 8, 20 19

EXHIBIT 1

LIST OF TRADEMARK REGISTRATIONS

| <i>Mark</i> | <i>Reg. No.</i> | <i>Reg. Date</i> | <i>Goods/Services</i> |
|--------------------------|-----------------|------------------|---|
| IDAHO BUSINESS REVIEW | 2975249 | Jul. 26, 2005 | Printed publications, namely, newspapers, magazines and newsletters, featuring information in the field of business |
| IDAHO BUSINESS REVIEW | 3027293 | Dec. 13, 2005 | Providing online publications in the nature of newsletters featuring information in the field of business in the state of Idaho |

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