

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM559007

<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>
Columbia Insurance Company		01/27/2020	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Buffalo News, Inc.		
<b>Street Address:</b>	1 News Plaza		
<b>City:</b>	Buffalo		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	14203		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 25</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	0911098	TV TOPICS	
<b>Registration Number:</b>	1144143	THE BUFFALO NEWS	
<b>Registration Number:</b>	1544390	GUSTO	
<b>Registration Number:</b>	2530878	BUFFALOCARS.COM	
<b>Registration Number:</b>	2530879	BUFFALO.COM	
<b>Registration Number:</b>	2530880	EVERYTHING BUFFALO	
<b>Registration Number:</b>	2530881	BUFFALOCARS	
<b>Registration Number:</b>	2562643	MYBUFFALO.COM	
<b>Registration Number:</b>	2577126	THE BUFFALO NEWS	
<b>Registration Number:</b>	2825406	BUFFALO NEWS	
<b>Registration Number:</b>	2962305	WNY VALUES	
<b>Registration Number:</b>	3491943	BUFFALO.COM EVERYTHING BUFFALO	
<b>Registration Number:</b>	4398856	[BN] THE GAME	
<b>Registration Number:</b>	4424226	[BN] THE KNOW	
<b>Registration Number:</b>	4468683	[BN]	
<b>Registration Number:</b>	4489238	CANALSIDE MEDIA	
<b>Registration Number:</b>	5190113	ARCADE PENNYSAYER & NEWS	
<b>Registration Number:</b>	5190116	CUBA/FRANKLINVILLE PENNYSAYER & NEWS	
<b>Registration Number:</b>	5190117	ELLCOTTVILLE PENNYSAYER & NEWS	

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Property Type	Number	Word Mark
Registration Number:	5190120	GOWANDA PENNYSAVER & NEWS
Registration Number:	5190121	SPRINGVILLE PENNYSAVER & NEWS
Registration Number:	5206144	WESTERN NEW YORK GENTRY
Serial Number:	88203160	ONE NEWS DIGITAL
Serial Number:	88203176	ONE NEWS DIGITAL
Serial Number:	88760449	GOOD MORNING, BUFFALO

**CORRESPONDENCE DATA**

**Fax Number:**

*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.*

**Phone:** 716-416-7037  
**Email:** jpoczek@bsk.com  
**Correspondent Name:** Jeremy P. Oczek  
**Address Line 1:** 200 Delaware Avenue  
**Address Line 2:** Bond, Schoeneck & King PLLC  
**Address Line 4:** Buffalo, NEW YORK 14202

<b>ATTORNEY DOCKET NUMBER:</b>	721175
<b>NAME OF SUBMITTER:</b>	Jeremy P. Oczek
<b>SIGNATURE:</b>	/jeremy p. oczek/
<b>DATE SIGNED:</b>	01/27/2020

**Total Attachments: 3**  
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source=Printer-Legal@nationalindemnity.com\_20200123\_112701#page3.tif

**TRADEMARK ASSIGNMENT**

WHEREAS, **COLUMBIA INSURANCE COMPANY** a corporation organized and existing under the laws of Nebraska, having an office at 1314 Douglas Street, Suite 1400, Omaha, Nebraska 68102 ("Columbia"), is the owner of the entire right, title, and interest in, and holds good and marketable title to the United States trademark registrations and applications ("Trademarks") identified in Schedule 1, and the goodwill associated therewith.

WHEREAS, **THE BUFFALO NEWS, INC.**, a corporation organized under the laws of Delaware, having an office at 1 News Plaza, Buffalo, NY 14203 ("The News"), desires to obtain the entire right, title, and interest in and to the Trademarks and associated goodwill, and Columbia desires to grant all such rights to News,

NOW, THEREFORE, in consideration of the foregoing and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Columbia hereby agrees to assign and hereby assigns and transfers Columbia's entire right, title and interest in and to the Trademarks and the goodwill associated therewith to The News and its successors and assigns, effective December 31, 2019, including, without limitation: (i) all rights of any kind whatsoever accruing under any of the Trademarks provided by applicable law of any jurisdiction; and (ii) any and all claims and causes of action with respect to any of the Trademarks, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, or misuse, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

IN WITNESS WHEREOF, the Columbia has caused this Assignment to be executed below by its duly authorized representative.

**COLUMBIA INSURANCE COMPANY**




By: Brian S. Neville



Name: Brennan S. Neville


Title: Asst. Secretary

Dated: January 27, 2020

Schedule 1

<u>U.S. Trademark Registrations</u>		
<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
TV TOPICS	911,098	April 6, 1971
THE BUFFALO NEWS	1,144,143	December 23, 1980
GUSTO	1,544,390	June 20, 1989
BUFFALOCARS.COM	2,530,878	January 15, 2002
BUFFALO.COM	2,530,879	January 15, 2002
EVERYTHING BUFFALO	2,530,880	January 15, 2002
BUFFALOCARS	2,530,881	January 15, 2002
MYBUFFALO.COM	2,562,643	April 16, 2002
THE BUFFALO NEWS	2,577,126	June 11, 2002
BUFFALO NEWS	2,825,406	March 23, 2004
WNY VALUES	2,962,305	June 14, 2005
BUFFALO.COM EVERYTHING BUFFALO	3,491,943	August 26, 2008
[BN] THE GAME	4,398,856	September 10, 2013
[BN] THE KNOW	4,424,226	October 29, 2013
[BN]	4,468,683	January 21, 2014
CANALSIDE MEDIA	4,489,238	February 25, 2014
ARCADE PENNYSAVER & NEWS  	5,190,113	April 25, 2017
CUBA/FRANKLINVILLE PENNYSAVER & NEWS  	5,190,116	April 25, 2017
ELLICOTTVILLE PENNYSAVER & NEWS  	5,190,117	April 25, 2017

<u>U.S. Trademark Registrations</u>		
<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
GOWANDA PENNYSAYER & NEWS 	5,190,120	April 25, 2017
SPRINGVILLE PENNYSAYER & NEWS 	5,190,121	April 25, 2017
WESTERN NEW YORK GENTRY	5,206,144	April 25, 2017

<u>U.S. Trademark Applications</u>		
<u>Mark</u>	<u>Ser. No.</u>	<u>Filing Date</u>
ONE NEWS DIGITAL	88/203,160	November 21, 2018
ONE NEWS DIGITAL 	88/203,176	November 21, 2018
GOOD MORNING, BUFFALO	88/760,449	January 16, 2020