

03/24/00

04-24-2000

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To the Honorable Commissioner of Patents and Trademarks Attached original documents or copy thereof.

1. Name of conveying parties:

THE GAZETTE COMPANY

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation - State Iowa  
 Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)

Name: GAZETTE COMMUNICATIONS, INC.

Internal Address: \_\_\_\_\_

Street Address: 500 3rd AVENUE

City: CEDAR RAPIDS State: IA ZIP: 52401

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation - State Iowa  
 Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
 (Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached?  Yes  No

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COR/FINANCE

3. Nature of conveyance:

Assignment                       Merger  
 Security Agreement               Change of Name  
 Other \_\_\_\_\_

Execution Date: MARCH 24, 2000

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)	B. Trademark registration No.(s)
	REG. NO. 1,962,827      REG. NO. 2,189,819
	REG. NO. 1,435,107      REG. NO. 1,852,361
	REG. NO. 2,149,786      REG. NO. 2,250,028

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Douglas J. Stilwell

Internal Address: \_\_\_\_\_

Street Address: 500 Firststar Bank Building, P.O. Box 2107

City: Cedar Rapids State: Iowa ZIP: 52406-2107

6. Total number of applicants and trademarks involved: [ 1 ]

7. Total fee (37 CFR 3.41) \$ 165.00

Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number: \_\_\_\_\_

(Attach duplicate copy of this page if paying by deposit account)

04/24/2000 JSHBAZZ 00000240 1962827

01 FC:481      (40.00 GP)  
 02 FC:482      (125.00 GP)

DO NOT USE THIS SPACE

9. Statement and signature.  
*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*

Douglas J. Stilwell                      [Signature]                      3/24/00  
 Name of Person Signing                      Signature                      Date

Total number of pages comprising cover sheet: [ 1 ]

## TRADEMARK ASSIGNMENT

WHEREAS, The Gazette Company, an Iowa corporation of Cedar Rapids, Iowa, has adopted and used in connection with its business the following trademarks which are registered in the United States Patent and Trademark Office:

<u>Registration No.</u>	<u>Mark</u>	<u>Issue Date</u>
1,962,827	FYIOWA	March 19, 1996
2,189,819	GAZETTETECHNOLOGIES	September 15, 1998
1,435,107	IOWA TODAY	March 31, 1987
1,852,361	IOWA TODAY	September 6, 1994
2,149,786	MARKETINFO	April 7, 1998
2,250,028	TESTMARKETS USA	June 1, 1999

WHEREAS, Gazette Communications, Inc., an Iowa corporation having a principal place of business at 500 3<sup>rd</sup> Avenue SE, Cedar Rapids, Iowa 52401 has acquired certain assets of The Gazette Company which assets included the foregoing marks and registrations therefor, together with the goodwill of the business symbolized by the said marks; and Gazette Communications, Inc. has continued the business conducted by The Gazette Company using the foregoing trademarks; and

WHEREAS, The Gazette Company and Gazette Communications, Inc. wish to confirm the transfer and assignment of said marks and registrations.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, The Gazette Company, does hereby assign and transfer to Gazette Communications, Inc. all right, title and interest in and to the foregoing identified registrations and the marks identified in said registrations, together with the goodwill of the business symbolized by the marks.

Dated this 24<sup>th</sup> day of MARCH, 2000.

THE GAZETTE COMPANY

By Ken Slaughter  
Ken Slaughter, Vice President

STATE OF IOWA )  
 ) ss:  
COUNTY OF LINN)

On this 24 day of March, 2000, before me, the undersigned, a Notary Public in and for the State of Iowa, personally appeared Ken Slaughter, to me personally known, who being by me duly sworn, did say that he is the Vice President of The Gazette Company the corporation executing the within and foregoing instrument to which this is attached; that said instrument was signed and sealed on behalf of the corporation by authority of its Board of Directors; and that Ken Slaughter as an officer acknowledged the execution of the foregoing instrument to be the voluntary act and deed of the corporation, by it and by him voluntarily executed.

Jean Higley  
Notary Public in and for the State of Iowa