

10/8/02

01-14-2003

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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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To the Honorable Commissioner of Patents

original documents or copy thereof.

1. Name of conveying party(ies):

Lee Enterprises, Incorporated

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

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: 1/14/02

2. Name and address of receiving party(ies)

Name: DR Partners

Internal Address:

Street Address: P. O. Box 70

City: Las Vegas State: NV Zip: 89125

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- 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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 0856580

Additional number(s) attached Yes No

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

Name: Catherine E. E. Hult

Internal Address:

Street Address: Lane & Waterman

220 N. Main St., Suite 600

City: Davenport State: IA Zip: 52801

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$ previously provided

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature.

C. D. Waterman III
Name of Person Signing

C. D. Waterman III
Signature

7/17/02
Date

Total number of pages including cover sheet, attachments, and document:

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

ASSIGNMENT OF PROPRIETARY RIGHTS

THIS ASSIGNMENT OF PROPRIETARY RIGHTS is made this 14th day of January, 2002, by and between **DR PARTNERS**, a Nevada General Partnership ("Buyer"), and **LEE ENTERPRISES, INCORPORATED**, a Delaware corporation ("Seller").

In consideration of the payment described in that certain Asset Purchase Agreement dated as of January 14, 2002, the receipt of which is acknowledged, Seller hereby sells, assigns, transfers and conveys to Buyer, and Buyer has agreed to accept from Seller, for the consideration and upon the terms and conditions set forth in the Asset Purchase Agreement, all of its right, title and interest in and to: the trade name "Nifty Nickel"; all common law rights in connection with the trademark Nifty Nickel and design as described in the Asset Purchase Agreement; Nifty Nickel Nevada Registration registered August 19, 1996; Nifty Nickel Federal Registration No. 856580, registered September 10, 1968, renewal due September 10, 2008, for a weekly newspaper; and Nifty Nickel Federal Registration No. 2348185, registered May 9, 2000, renewal due May 9, 2006, for computer services.

This Assignment does not in any way amend, modify, alter, affect or otherwise impair the terms, conditions and other provisions of the Asset Purchase Agreement and any exhibit, schedule or document provided in connection therewith and all terms, conditions and other provisions of the Asset Purchase Agreement shall remain in full force and effect.

DATED: January 14, 2002

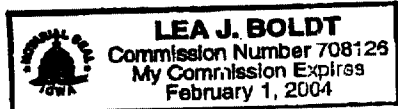
LEE ENTERPRISES, INCORPORATED

By: 

C. D. Waterman III
Secretary

STATE OF IOWA)
) ss.
COUNTY OF SCOTT)

The foregoing Assignment of Proprietary Rights was acknowledged before me this 14th day of January, 2002, by C. D. Waterman III, who being duly sworn, did say that he is the Secretary of Lee Enterprises, Incorporated, a Delaware corporation, and has executed this Assignment of Proprietary Rights on behalf of such corporation, by it and by him voluntarily executed.



[notary seal]

[Handwritten Signature]

Notary Public