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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

OFFICE OF THE COMMISSIONER OF PATENTS AND TRADEMARKS
 JUN 20 11 10 12
 FINANCE SECTION
 6-30-03

Name of conveying party(ies):
 Vulcan Print Media Inc.

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

2. Name and address of receiving party(ies)
 Name: Vulcan Sports Media, Inc.
 Internal Address: _____
 Street Address: 10176 Corporate Square Dr.
 City: St. Louis State: MO ZIP: 63132

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

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

Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 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) & addresses attached? Yes No

Execution Date: May 7, 2001

Application number(s) or patent number(s):
 A. Trademark Application No.(s)
76/157,377

B. Trademark Registration No.(s)

Additional numbers attached? Yes No

Name and address of party to whom correspondence concerning document should be mailed:
 Name: Laura Konrath
 Internal Address: Winston & Strawn
33rd Floor
 Street Address: 35 West Wacker Drive
 City: Chicago State: IL ZIP: 60601

6. Total number of applications and registrations involved:

7. Total fee (37 CFR 3.41).....\$ 40.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
N/A
 (Attach duplicate copy of this page if paying by deposit account)

07/02/2003 6TON11 00000111 76157377
01 EC-A521 40.00 DP

DO NOT USE THIS SPACE

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.

Laura Konrath
 Name of Person Signing

Laura Konrath
 Signature

6/25/03
 Date

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

Delaware

PAGE 1

The First State

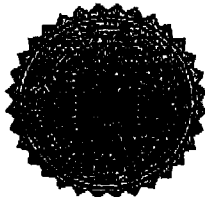
I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED ARE TRUE AND CORRECT COPIES OF ALL DOCUMENTS ON FILE OF "VULCAN SPORTS MEDIA, INC." AS RECEIVED AND FILED IN THIS OFFICE.

THE FOLLOWING DOCUMENTS HAVE BEEN CERTIFIED:

CERTIFICATE OF INCORPORATION, FILED THE NINTH DAY OF MARCH, A.D. 2000, AT 9 O'CLOCK A.M.

CERTIFICATE OF AMENDMENT, CHANGING ITS NAME FROM "VULCAN PRINT MEDIA INC." TO "VULCAN SPORTS MEDIA, INC.", FILED THE SEVENTH DAY OF MAY, A.D. 2001, AT 9 O'CLOCK A.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE AFORESAID CERTIFICATES ARE THE ONLY CERTIFICATES ON RECORD OF THE AFORESAID CORPORATION.



Harriet Smith Windsor
Harriet Smith Windsor, Secretary of State

3189072 8100H

AUTHENTICATION: 1769611

020298416

DATE: 05-09-02

TRADEMARK
REEL: 002770 FRAME: 0615

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WRITER'S DIRECT DIAL NUMBER

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June 20, 2003

CERTIFIED MAIL/R.R.R.

Commissioner of Patent and Trademarks
Box Assignments
Washington, D.C. 20231
Attn: Trademark Assignment Department

Re: Vulcan Print Media Inc./Vulcan Sports Media, Inc.

Dear Commissioner:

Enclosed is a Corporate Name Change document together with a check in the amount of \$40.00 payable to the Commissioner of Patents and Trademarks for the assignment recordation fees.

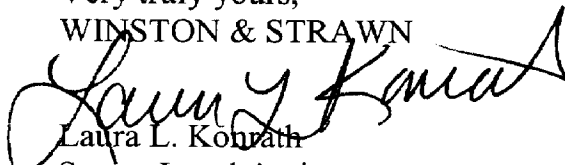
Please file the enclosed with the Trademark Assignment Department of the U.S. Patent and Trademark Office. When the filing process is completed, please send the file-stamped document to the following address:

Laura L. Konrath
WINSTON & STRAWN
35 W. Wacker Drive
Chicago, IL 60601

Should you require any additional information, please do not hesitate to call.

Thank you for your attention to this matter.

Very truly yours,
WINSTON & STRAWN



Laura L. Konrath
Senior Legal Assistant

LLK:cj
Enclosures

RECORDED: 06/30/2003

TRADEMARK
REEL: 002770 FRAME: 0616