

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS 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>
EXIN LLC		02/18/2004	Limited Liability Company: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	THE SF NEWSPAPER COMPANY LLC		
<b>Street Address:</b>	988 Market Street, 8th Floor		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94102		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2289051	SAN FRANCISCO EXAMINER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(415)983-1200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	415-983-1274		
<b>Email:</b>	sftrademarks@pillsburywinthrop.com		
<b>Correspondent Name:</b>	Pillsbury Winthrop LLP		
<b>Address Line 1:</b>	P.O. Box 7880		
<b>Address Line 2:</b>	Calendar/Docketing Department		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94120-7880		
<b>ATTORNEY DOCKET NUMBER:</b>	015067/0000001/RBB		
<b>NAME OF SUBMITTER:</b>	Robert B. Burlingame		
<b>Total Attachments: 1</b> source=TM EXIN TO SF#page1.tif			

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made effective as of February 18, 2004 ("the Effective Date"), by EXIN LLC, a California limited liability company ("Assignor") and THE SF NEWSPAPER COMPANY LLC, a Delaware limited liability company ("Assignee").


WHEREAS, Assignor is the owner of record of the trademark SAN FRANCISCO EXAMINER ("the Mark"), including the corresponding U.S. Trademark Registration No. 2289051;

WHEREAS, pursuant to an Asset Purchase Agreement dated February 18, 2004, Assignee has acquired from Assignor an interest in the Mark and the associated goodwill (in addition to other assets and intellectual property) and desires to confirm and record said interest in the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby confirms its February 2004 assignment of the Mark to Assignee, and does hereby convey, transfer and assign to Assignee all rights, title and interest that Assignor has or may have worldwide in and to the Mark, including without limitation U.S. Trademark Registration No. 2289051 and any other applications and/or registrations therefor, together with the goodwill of the business connected with the use of and symbolized by the same and all rights of action accrued, accruing and to accrue under and by virtue hereof, including without limitation the right to sue or otherwise recover for past infringement and receive all damages, payments, costs and fees associated therewith.

IN WITNESS WHEREOF, Assignor has caused its duly authorized officers to execute this Trademark Assignment as of the Effective Date.

EXIN, LLC

By:   
Name: Florence Fang  
Title: Manager