

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	CHANGE OF NAME
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rennie Publications Inc.		10/03/2002	CORPORATION: CANADA

RECEIVING PARTY DATA	
Name:	Rennie Media Inc.
Street Address:	110 Pine Street
Internal Address:	Box 1000
City:	Collingwood, Ontario
State/Country:	CANADA
Postal Code:	L9Y 4L4
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	2130735	HOCKEY TRADES
Registration Number:	2349260	WHAT'S NEW! WHAT'S HOT!

CORRESPONDENCE DATA	
Fax Number:	(416)863-2653 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>
Phone:	(416) 863-2903
Email:	therersa.leung@blakes.com
Correspondent Name:	Blake, Cassels & Graydon LLP
Address Line 1:	199 Bay Street, 28th floor
Address Line 2:	Box 25 Commerce Court West
Address Line 4:	Toronto, Ontario, CANADA M5L 1A9

ATTORNEY DOCKET NUMBER:	63091/8
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DOMESTIC REPRESENTATIVE	
Name:	

CH \$65.00 2130735

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Theresa Leung

Total Attachments: 2

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- 5. The articles of the corporation are amended as follows:
Les statuts de la société sont modifiés de la façon suivante :

To change the name of the Corporation to:

RENNIE MEDIA INC.

- 6. The amendment has been duly authorized as required by sections 168 and 170 (as applicable) of the *Business Corporations Act*.
La modification a été dûment autorisée conformément aux articles 168 et 170 (selon le cas) de la Loi sur les sociétés par actions.
- 7. The resolution authorizing the amendment was approved by the shareholders/directors (as applicable) of the corporation on
Les actionnaires ou les administrateurs (selon le cas) de la société ont approuvé la résolution autorisant la modification le

2002-10-03

(Year, Month, Day)
(année, mois, jour)

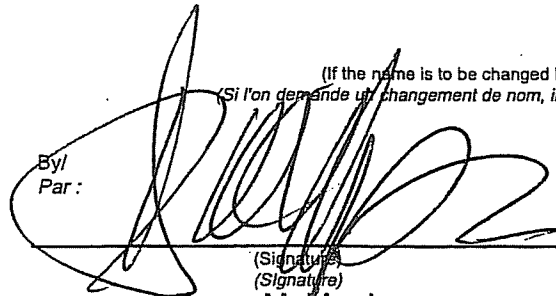
These articles are signed in duplicate.
Les présents statuts sont signés en double exemplaire.

Rennie Publications Inc.

(Name of Corporation)
(Dénomination sociale de la société)

(If the name is to be changed by these articles set out current name)
(Si l'on demande un changement de nom, indiquer ci-dessus la dénomination sociale actuelle).

By/
Par :



(Signature)
(Signature)

Bruce M. Morrison

President

(Description of Office)
(Fonction)