

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Herald Company Inc.		12/31/2006	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	The Herald Publishing Company, LLC		
Street Address:	Clinton Square		
City:	Syracuse		
State/Country:	NEW YORK		
Postal Code:	13201		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2270470	WEST MICHIGAN WHEELS	
CORRESPONDENCE DATA			
Fax Number:	(212)381-7227		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2123817070		
Email:	egisolfi@sbandg.com		
Correspondent Name:	Eric E Gisolfi		
Address Line 1:	Four Times Square		
Address Line 2:	Sabin Bermant & Gould - 23rd Floor		
Address Line 4:	New York, NEW YORK 10036		
NAME OF SUBMITTER:		Eric E Gisolfi	
Signature:		/eric e gisolfi/	
Date:		07/30/2009	
Total Attachments: 1			

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**TRADEMARK
 REEL: 004034 FRAME: 0562**

TRADEMARK ASSIGNMENT

This Trademark Assignment is effective as of December 31, 2006 by and between The Herald Company Inc., a New York Corporation ("HCI") and The Herald Publishing Company, LLC a New York Limited Liability Company ("HPC").

WHEREAS, HCI desires to assign all of its right, title and interest in and to Federal Trademark Registration No. 2270470, "WEST MICHIGAN WHEELS"; and

WHEREAS, HPC desires to acquire said Trademark Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, HCI does hereby sell, assign, transfer and set over unto HPC all right, title and interest in and to this Trademark, together with any and all goodwill associated with the use and/or registration of the Trademark and all common law rights.

IN WITNESS WHEREOF, HCI has executed this Assignment effective as of the date first above written.

The Herald Company Inc.

By: 

Name: S.I. Newhouse, Jr.

Title: Vice President