

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
NORLIGHT TELECOMMUNICATIONS, INC.		01/01/2007	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	THE JOURNAL COMPANY		
Street Address:	333 West State Street		
City:	Milwaukee		
State/Country:	WISCONSIN		
Postal Code:	53201		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2875271	MEGALOPE	
CORRESPONDENCE DATA			
Fax Number:	(414)277-0656		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	414-271-6560		
Email:	jltreml@michaelbest.com		
Correspondent Name:	Lori S. Meddings		
Address Line 1:	100 East Wisconsin Avenue		
Address Line 2:	Suite 3300		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	014896-9012 US00		
NAME OF SUBMITTER:	Jaime L. Tremel		
Signature:	/jaime l. tremel/		

OP \$40.00 2875271

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**TRADEMARK
 REEL: 004146 FRAME: 0132**

Date:

02/08/2010

Total Attachments: 3

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**ASSIGNMENT OF TRADEMARK AND
TRADEMARK REGISTRATION RIGHTS**

WHEREAS, NORLIGHT TELECOMMUNICATIONS, INC., a Wisconsin corporation having a place of business at 13935 Bishops Drive, Brookfield, WI 53005-6605 ("Transferor"), is the owner of the trademark registrations set forth on Exhibit A attached hereto which relate solely to its direct marketing business in Minnesota, Wisconsin and Florida known as PrimeNet (the "Registrations") for the trademarks (the "Registered Trademarks") listed in the Registrations, and Transferor or its predecessors in interest has adopted, has used and is using the Registered Trademarks; and

WHEREAS, THE JOURNAL COMPANY, a Wisconsin corporation having a place of business located at 333 West State Street, Milwaukee, WI 53201 ("Recipient"), has agreed to acquire (a) all of Transferor's right, title and interest in and to the Registered Trademarks and (b) all of Transferor's common law trademarks, business identifiers, trade dress, service marks and trade names that constitute "Trade Rights" under that certain Bill of Sale, Assignment and Assumption of Liabilities (the "Bill of Sale"), effective as of 12:01 a.m., Central Time, on January 1, 2007 (the "Effective Time"), by and between Transferor and Recipient (such common law marks and the Registered Trademarks are collectively referred to herein as the "Trademarks"), and Transferor has agreed to transfer to Recipient all of Transferor's right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, effective as of the Effective Time, Transferor hereby sells, assigns and transfers to Recipient, its successors and assigns, Transferor's entire right, title and interest in and to, and the use of, the Trademarks and all renewals thereof, together with the goodwill of the PrimeNet business symbolized by the Trademarks, and together with any and all claims and demands that Transferor (in each case either itself or through its predecessors) may have, at law or in equity, whether presently known, unknown, accrued or to accrue, arising out of past or present infringements of the Trademarks, including, without limitation, the right to recover all claims for damages and compensation. Such right, title and interest shall be held and enjoyed by Recipient, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Transferor if this assignment and sale had not been made.

Nothing contained in this instrument shall be deemed to modify, amend or supersede any of the obligations or agreements of Transferor or Recipient contained in the Bill of Sale. In the event of any conflict or inconsistency between the terms and conditions of this instrument and the terms and conditions of the Bill of Sale, the terms and conditions of the Bill of Sale shall prevail. This instrument shall be binding upon Transferor, its successors and assigns, and shall inure to the benefit of Recipient, its successors and assigns.

[The next page is the signature page.]

IN TESTIMONY WHEREOF, Transferor has caused its duly authorized officer to execute and deliver this instrument as of February 20, 2007.

NORLIGHT TELECOMMUNICATIONS, INC.

By: James J. Ditter
Name: James J. Ditter
Title: President

State of Wisconsin
County of Waukesha) SS.

Before me, a notary of the state and county aforesaid, personally appeared James J. Ditter, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who, upon oath, acknowledged himself to be a duly elected, qualified and acting officer of Norlight Telecommunications, Inc., and that he executed the foregoing instrument for the purposes therein stated, by signing the name of the corporation by himself as a duly elected, qualified and acting officer.

IN WITNESS HEREOF, I hereunto set my hand and seal of my office on this 20th day of February, 2007.

(Seal)

Marilyn A. Lynch
Notary Public

My Commission Expires: August 23, 2009



EXHIBIT A

Mark	Country	Registration No.	Registration Date
PRIMELINK	United States of America	2727262	June 17, 2003
MEGALOPE	United States of America	2875271	August 17, 2004
PRIMENET	United States of America	2695044	March 11, 2003
PRIMESELECT	United States of America	2706438	April 15, 2003
RESNET	United States of America	2806194	January 20, 2004
PRIMETRACK	United States of America	2651193	November 19, 2002