

02-20-2003



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Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2007)

REC'D TR

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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

1. Name of conveying party(ies): **2-12-03**  
**Gannett Co., Inc.**

Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation-State of **Delaware**  
 Other

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

2. Name and address of receiving party(ies):

Name: **Media West - GSI, Inc.**  
Street Address: **50 West Liberty Street, Suite 802**  
City/State/zip: **Reno, Nevada 89501**

Individual(s) citizenship-  
 Association-State of  
 General Partnership-State of  
 Limited Partnership-State of  
 Corporation-State of **Delaware**  
 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) & address(es) attached?  Yes  No

3. Nature of conveyance:

Assignment       Merger  
 Security Agreement       Change of Name  
 Other

Execution Date: **February 5, 2003**

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

Additional number(s) attached?  Yes  No

B. Trademark Registration No.(s)

2,334,772

5. Name and address of party to whom correspondence concerning document should be mailed:

**Shannan E. Higgins**  
Dow, Lohnes & Albertson P.L.L.C.  
1200 New Hampshire Avenue, N.W.  
Suite 800  
Washington, DC 20036

Atty. Docket No.: **02360.1000**

6. Total number of applications and registrations involved: ..... **1**

7. Total fee (37 CFR 3.41) ..... **\$40.00**

Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number (please charge any additional fees that may be required to the deposit account):

**50-1699**

(Attach duplicate copy of this page if paying by deposit account.)

02/19/2003 BYRNE 00000001 2334772  
01 FC:8521 40.00 EP

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9. 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.*

**Shannan E. Higgins**      *Shannan E. Higgins*      **February 12, 2003**

\_\_\_\_\_  
Name of Person Signing      Signature      Date

Total number of pages including cover sheet, attachments, and document: **2**

Mail documents to be recorded with required cover sheet information to: Commissioner of Patents & Trademarks, Box Assignments, Washington, DC 20231

TRADEMARK REEL: 002673 FRAME: 0595

# ASSIGNMENT

WHEREAS, Gannett Co., Inc. ("Assignor"), a Delaware corporation, located at 7950 Jones Branch Drive, McLean, Virginia 22107, is the previous owner of the trademark shown below (the "Mark"), which is registered with the U.S. Patent and Trademark Office:

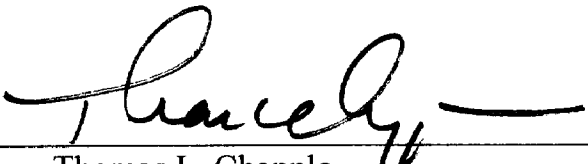
<u>Mark</u>	<u>Reg. Number</u>	<u>Reg. Date</u>
BUYERS' DIGEST	2,334,772	March 28, 2000

WHEREAS, Media West – GSI, Inc. ("Assignee"), a Delaware corporation, located at 50 West Liberty Street, Suite 802, Bank of America Plaza, Reno, Nevada 89501, acquired Assignor's right, title and interest in the Mark, the registration thereof, and the goodwill associated therewith, pursuant to an Assignment Agreement entered into by the parties on December 31, 2000;

WHEREAS, the parties desire to confirm and make a record of such transfer of the Mark to Assignee;


NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor acknowledges and confirms that it has assigned and transferred to Assignee, effective as of December 31, 2000, all of Assignor's right, title, and interest in and to the Mark, including the goodwill of the business symbolized thereby, in connection with the Assignment Agreement entered into by the parties on December 31, 2000, the terms and conditions of which are incorporated herein by reference.

GANNET CO., INC.

By:   
 \_\_\_\_\_  
 Thomas L. Chapple  
 Secretary

Commonwealth of Virginia )  
 )  
 County of Fairfax )     ss:

Subscribed and sworn to before me this 5 day of February, 2003.

  
 \_\_\_\_\_  
 Notary Public  
 My Commission Expires: 10-31-06