

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
Halifax Media Holdings LLC		01/06/2012	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Halifax Sarasota, LLC
Street Address:	901 Sixth Street
City:	Daytona Beach
State/Country:	FLORIDA
Postal Code:	32117
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	2871082	CELEBRATE COMMUNITY
Registration Number:	1072223	FLORIDA WEST
Registration Number:	3253114	Q
Registration Number:	1138361	SARASOTA HERALD-TRIBUNE

CORRESPONDENCE DATA

Fax Number: (414)297-4900
 Phone: 414 319-7313
 Email: ptomailmilwaukee@foley.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Foley & Lardner LLP & Eric M. Schmalz
 Address Line 1: 777 East Wisconsin Avenue
 Address Line 4: Milwaukee, WISCONSIN 53202

ATTORNEY DOCKET NUMBER:	096616-0112
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OP \$115.00 2871082

NAME OF SUBMITTER:	Eric M. Schmalz
Signature:	/Eric M. Schmalz/
Date:	01/24/2012
Total Attachments: 4 source=Assignment from Halifax Media Holdings LLC to Halifax Sarasota, LLC#page1.tif source=Assignment from Halifax Media Holdings LLC to Halifax Sarasota, LLC#page2.tif source=Assignment from Halifax Media Holdings LLC to Halifax Sarasota, LLC#page3.tif source=Assignment from Halifax Media Holdings LLC to Halifax Sarasota, LLC#page4.tif	

ASSIGNMENT OF TRADEMARKS

This Assignment Agreement ("Assignment Agreement") is made and entered into as of January 6, 2012, by and between Halifax Media Holdings LLC, a Delaware limited liability company ("Assignor"), and Halifax Sarasota, LLC, a Florida limited liability company (the "Assignee").

WHEREAS, Assignor has entered into that certain Asset Purchase Agreement, dated as of December 27, 2011, (the "Purchase Agreement") pursuant to which the Assignor has acquired and accepted the entire right, title and interest in and to all trademarks, service marks, trade names, logos and trade dress owned by the seller under the Purchase Agreement, including those specified on Exhibit A hereto (collectively, the "Assigned Trademarks").

NOW, THEREFORE, for valuable consideration furnished by Assignee to Assignor, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby:

1. Assign, transfer, sell and convey, and confirm that Assignor has assigned, transferred, sold and conveyed to Assignee Assignor's entire right, title, and interest in and to the Assigned Trademarks, including any renewals and extensions of the registrations that are or may be secured under the laws of the United States and all foreign countries, now or hereafter in effect, together with all goodwill associated therewith, and all rights of enforcement, and recovery for past, present and future infringements or unauthorized uses of the foregoing.

2. Authorize and request the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments to issue or transfer all Assigned Trademarks to Assignee, as assignee of the entire right, title, and interest therein or otherwise as Assignee may direct. Assignor will cooperate with Assignee, including performance of any actions, and the execution and delivery of any documents necessary or appropriate to give effect to the intent and terms of this Assignment Agreement.

3. This Assignment Agreement may be executed in counterparts, each of which will be deemed an original, but all of which together constitute one and the same original. This Assignment Agreement may not be amended except by an instrument in writing signed by each of the parties hereto.

IN WITNESS WHEREOF, the Parties have executed this Assignment Agreement as of the date first above written.

ASSIGNEE:

Halifax Sarasota, LLC

By: Jackson Farrow Jr.

Name: Jackson Farrow Jr.

Title: Authorized Representative

ASSIGNOR:

Halifax Media Holdings LLC

By: Jackson Farrow Jr.

Name: Jackson Farrow Jr.

Title: Authorized Representative

EXHIBIT A

CELEBRATE COMMUNITY	United States	4/14/2003	76/506.401	5/25/2010	2,871,082	REGISTERED	35	5:25:16
CHARLOTTE HERALD- TRIBUNE	FLORIDA	8/22/2002	T02000000969	8/22/2002	T02000000969	REGISTERED	16	8:22:2012
CHARLOTTE LIFE	FLORIDA	3/22/2005	T05000000405	3/25/2005	T05000000405	REGISTERED	16	3:25:2015
ENGLEWOOD HERALD- TRIBUNE	FLORIDA	8/22/2002	T02000000971	8/22/2002	T02000000971	REGISTERED	16	8:22:2012
FLORIDA COMMUNITY NEWSPAPER	FLORIDA	6/14/2004	T04000000749	6/14/2004	T04000000749	REGISTERED	16	6:14:2014
FLORIDA COMMUNITY NEWSPAPERS & DESIGN	FLORIDA	6/14/2004	T04000000750	6/14/2004	T04000000750	REGISTERED	16	6:14:2014
FLORIDA WEST	UNITED STATES	5/18/1976	73/087.610	8/30/1977	1,072,223	REGISTERED	16	8:30:2017
GULF COAST HEALTHY LIVING	FLORIDA	5/31/2006	106000000679	5/31/2006	T06000000679	REGISTERED	16	5:31:2016
GULF COAST WELCOME	FLORIDA	5/31/2006	T06000000678	5/31/2006	T06000000678	REGISTERED	16	5:31:2016
H2O	FLORIDA	5/12/2006	T06000000602	5/12/2006	106000000602	REGISTERED	16	5:12:2016
HERALD TRIBUNE DIRECT	FLORIDA	6/26/2003	T03000000817	6/26/2003	T03000000817	REGISTERED	16	6:26:2013

HERALD- TRIBUNE DIRECT SAVINGS	FLORIDA	1/12/2005	T05000000052	1/12/2005	T05000000052	REGISTERED	16	1/12/2015
HERALD- TRIBUNE DIRECT SAVINGS & DESIGN	FLORIDA	1/12/2005	T05000000053	1/12/2005	T05000000053	REGISTERED	16	1/12/2015
H-T ENGLEWOOD	FLORIDA	1/29/2004	T04000000098	1/29/2004	T04000000098	REGISTERED	16	1/29/2014
H-T-EAST	FLORIDA	5/3/2002	T02000000473	5/3/2002	T02000000473	REGISTERED	16	5/3/2012
LAKE & SUMTER LIFE	FLORIDA	1/10/2005	T05000000036	1/10/2005	T05000000036	REGISTERED	16	1/10/2015
MAIN STREET ENGLEWOOD	FLORIDA	8/22/2002	T02000000966	8/22/2002	T02000000966	REGISTERED	16	8/22/2012
MANATEE HERALD- TRIBUNE	FLORIDA	8/22/2002	T02000000970	8/22/2002	T02000000970	REGISTERED	16	8/22/2012
NORTH PORT HERALD- TRIBUNE	FLORIDA	8/22/2002	T02000000968	8/22/2002	T02000000968	REGISTERED	16	8/22/2012
NORTH PORT, ENGLEWOOD AND CHARLOTTE HERALD- TRIBUNE	FLORIDA	2/1/2010	T10000000101	2/1/2010	T10000000101	REGISTERED	16	2/1/2015
Q	UNITED STATES	12/28/2005	78/769,332	6/19/2007	3,253,114	REGISTERED	16	6/19/2013
SARASOTA HERALD-	UNITED	8/6/1976	73/95,866	8/5/1980	1,138,361	REGISTERED	16	8/5/2020

TRIBUNE	STATES							
SARASOTA-MANATEE HERALD-TRIBUNE	FLORIDA	2/1/2010	T10000000100	2/1/2010	T10000000100	REGISTERED	16	2/1/2015
SNN	FLORIDA	5/2/2008	T08000000527	5/2/2008	T08000000527	REGISTERED	38.41	5/2/2013
SNN 6 & DESIGN	FLORIDA	5/2/2008	T08000000528	5/2/2008	T08000000528	REGISTERED	38.41	5/2/2013
SNN NEWS 6 & DESIGN	FLORIDA	5/2/2008	T08000000529	5/2/2008	T08000000529	REGISTERED	38.41	5/2/2013
SNN NEWS 6 & DESIGN	FLORIDA	6/9/2008	T08000000699	5/2/2008	T08000000699	REGISTERED	38.41	6/9/2013
STYLE	FLORIDA	5/12/2006	T06000000600	5/12/2006	T06000000600	REGISTERED	16	5/12/2016
STYLE HOME	FLORIDA	5/12/2006	T06000000601	5/12/2006	T06000000601	REGISTERED	16	5/12/2016
YOUR SARASOTA	FLORIDA	6/2/2009	T09000000558	6/2/2009	T09000000558	REGISTERED	16	6/2/2014

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