

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Assignment of security interest granted at Reel 003913 at Frame 0213		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bank of America, N.A., as Collateral Agent		06/19/2012	National Banking Association: UNITED STATES
RECEIVING PARTY DATA			
Name:	Wells Fargo Bank, N.A., as Collateral Agent		
Street Address:	45 Broadway, 14th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10006		
Entity Type:	National Bank: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78739728	DEALTAKER	
CORRESPONDENCE DATA			
Fax Number:	7044448847		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	704-343-2000		
Email:	ksaltrick@mcguirewoods.com		
Correspondent Name:	McGuireWoods LLP		
Address Line 1:	1345 Avenue of Americas		
Address Line 2:	Attention: Leon Yel, Esq.		
Address Line 4:	New York, NEW YORK 10105		
ATTORNEY DOCKET NUMBER:	2019745-0056 / ASSIGNMENT		
NAME OF SUBMITTER:	Leon Yel, Esq., McGuireWoods LLP		
Signature:	/Leon Yel/		

OP \$40.00 78739728

Date:

06/25/2012

Total Attachments: 6

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**NOTICE OF ASSIGNMENT OF
TRADEMARK SECURITY AGREEMENT**

This **NOTICE OF ASSIGNMENT OF TRADEMARK SECURITY AGREEMENT** ("Notice of Assignment"), dated June 19, 2012, is between **BANK OF AMERICA, N.A.**, as predecessor collateral agent ("Assignor") and **WELLS FARGO BANK, N.A.**, as Collateral Agent ("Assignee").

WHEREAS, **DEALTAKER, INC.**, a Delaware corporation ("Grantor") and Assignor entered into that certain Trademark Security Agreement dated as of December 19, 2008 (the "Trademark Security Agreement"), whereby Grantor granted to Assignor a continuing security interest in all of its right, title and interest in the Trademark Collateral (as defined in the Trademark Security Agreement), including, without limitation, each trademark registration and application listed on Schedule I attached hereto and incorporated herein by reference (the "Specified Trademarks");

WHEREAS, the Trademark Security Agreement was recorded in the records of the U.S. Patent and Trademark Office on January 5, 2009 at Reel 003913, Frame 0213.

WHEREAS, Assignor has resigned as Collateral Agent under the Trademark Security Agreement.

WHEREAS, Assignee has been appointed as successor Collateral Agent under the Trademark Security Agreement and has succeeded to all the rights, duties, authority, and responsibilities of the Collateral Agent thereunder pursuant to that certain Instrument of Succession ("Instrument of Succession"), dated as of June 19, 2012, between Media General, Inc., BH Finance LLC, and Assignee. To the extent that any of Assignor's right, title and interest as Collateral Agent in the Trademark Security Agreement was not validly transferred to Assignee pursuant to the Instrument of Succession, Assignor hereby assigns, without representation, warranty or recourse, any and all such right, title and interest to Assignee.

NOW, THEREFORE, Assignor and Assignee execute this Notice of Assignment to give notice of the resignation by Assignor and the acceptance by Assignee of all of Assignor's right, title and interest as Collateral Agent in the Trademark Security Agreement.

[Remainder of page left blank intentionally; signature page(s) follow.]

IN WITNESS WHEREOF, Assignor and Assignee caused this Notice of Assignment to be duly executed as of the date first set forth above.

ASSIGNOR:

BANK OF AMERICA, N.A.

By: 
Name: Kevin M. Behan
Title: Managing Director

ASSIGNEE:

**WELLS FARGO BANK, N.A., as
Collateral Agent**

By: _____
Name: _____
Title: _____

ACKNOWLEDGED BY:

DEALTAKER, INC., as Grantor

By: _____
Name: _____
Title: _____

NOTICE OF ASSIGNMENT
OF TRADEMARK SECURITY AGREEMENT
(Signature Page)

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**TRADEMARK
REEL: 004807 FRAME: 0340**

IN WITNESS WHEREOF, Assignor and Assignee caused this Notice of Assignment to be duly executed as of the date first set forth above.

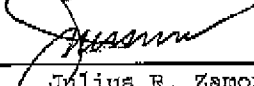
ASSIGNOR:

BANK OF AMERICA, N.A.

By: _____
Name: _____
Title: _____

ASSIGNEE:

**WELLS FARGO BANK, N.A., as
Collateral Agent**

By:  _____
Name: Julius R. Zamora
Title: Vice President

ACKNOWLEDGED BY:

DEALTAKER, INC., as Grantor

By: _____
Name: _____
Title: _____

NOTICE OF ASSIGNMENT
OF TRADEMARK SECURITY AGREEMENT
(Signature Page)

V40019197

IN WITNESS WHEREOF, Assignor and Assignee caused this Notice of Assignment to be duly executed as of the date first set forth above.

ASSIGNOR:

BANK OF AMERICA, N.A.

By: _____

Name: _____

Title: _____

ASSIGNEE:

WELLS FARGO BANK, N.A., as

Collateral Agent

By: _____

Name: _____

Title: _____

ACKNOWLEDGED BY:

DEALTAKER, INC., as Grantor

By: James F. Woodward
Name: James F. Woodward
Title: Treasurer

NOTICE OF ASSIGNMENT
OF TRADEMARK SECURITY AGREEMENT
(Signature Page)

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TRADEMARK
REEL: 004807 FRAME: 0342

**SCHEDULE I
U.S. Trademarks**

1

Serial #: 78739728

Filing Dt: 10/25/2005

Reg #: 3145419

Reg. Dt: 09/19/2006

Mark: DEALTAKER

Total properties: 1

V40019197

RECORDED: 06/25/2012

**TRADEMARK
REEL: 004807 FRAME: 0343**