

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM330996

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
THE E.W. SCRIPPS COMPANY		01/01/2015	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	SCRIPPS MEDIA, INC.		
Street Address:	312 Walnut St.		
Internal Address:	Suite 2800		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45202		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	3720318	TREASURECOASTMOMS.COM	
Registration Number:	3663366	PNWMOMS.COM	
Registration Number:	3720315	SWFLMOMS.COM	
Registration Number:	3720316	ABILENEMOMS.COM	
Registration Number:	3845046	OURMOMS.COM	
Registration Number:	3663367	MIDSOUTHMOMS.COM	
Registration Number:	3663368	KNOXMOMS.COM	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	734-623-1906		
Email:	cmitchell@dickinsonwright.com		
Correspondent Name:	CHRISTOHPER A. MITCHELL		
Address Line 1:	350 S. MAIN STREET		
Address Line 2:	SUITE 300		
Address Line 4:	ANN ARBOR, MICHIGAN 48104		
ATTORNEY DOCKET NUMBER:	51852-9		

OP \$190.00 3720318

NAME OF SUBMITTER:	Christopher A. Mitchell
SIGNATURE:	/Christopher A. Mitchell/
DATE SIGNED:	02/04/2015
Total Attachments: 5 source=Assignment1#page1.tif source=Assignment1#page2.tif source=Assignment1#page3.tif source=Assignment1#page4.tif source=Assignment1#page5.tif	

TRADEMARK ASSIGNMENT AND ASSUMPTION AGREEMENT
(1. The E. W. Scripps Company to Scripps Media, Inc.)

This Trademark Assignment and Assumption Agreement (this "Agreement") is by and between The E. W. Scripps Company, an Ohio corporation ("Assignor"), and Scripps Media, Inc., a Delaware corporation ("Assignee"), and is dated as of January 1, 2015 (the "Effective Date") and made effective as of 12:01 a.m. on the Effective Date.

WHEREAS, the parties to this Agreement are parties to that certain Master Transaction Agreement, dated as of July 30, 2014, by and among Assignor, Assignee, Desk Spinco, Inc., Scripps NP Operating, LLC (formerly known as Desk NP Operating, LLC), Desk NP Merger Co., Desk BC Merger, LLC, Journal Communications, Inc., Boat Spinco, Inc., Boat NP Merger Co., and Boat NP Newco, Inc. (the "MTA").

WHEREAS, the MTA provides that on or before the Closing Date, certain assets will be transferred among the parties to this Agreement as provided herein.

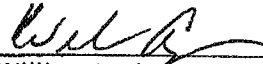
NOW, THEREFORE, in consideration of the foregoing, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties to this Agreement, intending to be legally bound, hereby agree as follows:

1. All capitalized terms used and not defined herein shall have the meanings provided in the MTA.
2. Effective as of the Effective Date, Assignor hereby contributes, transfers, and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title and interest in and to the trademarks, service marks, and trade names (collectively, the "Trademarks") listed on Exhibit A attached hereto, including the right to sue and recover damages and other remedies for any infringements, dilutions and/or other violations of the Trademarks, including past infringements, dilutions and/or other violations, and together with the goodwill of the business(es) symbolized by the Trademarks.
3. This Agreement shall be binding upon on and inure to the benefit of the parties hereto, their heirs, executors, administrators, successors in interest and assigns.
4. This Agreement shall be governed by and construed in accordance with the laws of the State of New York, without regard to the conflicts of law rules of such state, except to the extent that the DGCL, ORC, the WBCL and the Wisconsin LLC Act mandatorily apply and govern certain of the Transactions. This Agreement is made without representations or warranties except as set forth in the MTA.


[Signatures contained on next page.]

Entered into as of January 1, 2015.

ASSIGNOR:
THE E. W. SCRIPPS COMPANY

By: 
Name: William Appleton
Title: Senior Vice President and General Counsel

ASSIGNEE:
SCRIPPS MEDIA, INC.

By: 
Name: William Appleton
Title: Senior Vice President and General Counsel

[Trademark Assignment and Assumption Agreement #1]

TRADEMARK
REEL: 005452 FRAME: 0628

Exhibit A – Trademarks

[See attached.]

COLUMBUS 51852-9 25349v2

[Trademark Assignment and Assumption Agreement #1]

TRADEMARK
REEL: 005452 FRAME: 0629

List of Trademarks Being Transferred
(1. The E. W. Scripps Company to Scripps Media, Inc.)

Owner:	Trademark:	Country/ State	Application Number:	Filing Date:	Registration Number:	Registration Date:	Trademark Status	Mark Type
The E.W. Scripps Company	TREASURECOASTMOMS. COM	United States of America	77/656,096	1/25/2009	3,720,318	12/1/2009	Registered	Supplemental Registration
The E.W. Scripps Company	PNWMOMS.COM	United States of America	77/656,072	1/25/2009	3,663,366	8/4/2009	Registered	Trademark
The E.W. Scripps Company	SWFLMOMS.COM	United States of America	77/656,077	1/25/2009	3,720,315	12/1/2009	Registered	Supplemental Registration
The E.W. Scripps Company	ABILENEMOMS.COM	United States of America	77/656,082	1/25/2009	3,720,316	12/1/2009	Registered	Supplemental Registration
The E.W. Scripps Company	OURMOMS.COM	United States of America	77/930,383	2/8/2010	3,845,046	9/7/2010	Registered	Trademark
The E.W. Scripps Company	MIDSOUTHMOMS.COM	United States of America	77/656,086	1/25/2009	3,663,367	8/4/2009	Registered	Trademark

The E.W. Scripps Company	KNOXMOMS.COM	United States of America	77/656,087	1/25/2009	3,663,368	8/4/2009	Registered	Trademark
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