

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
McClatchy Management Services, Inc.		03/05/2007	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Snowboard Acquisition Corporation
<b>Street Address:</b>	2711 CENTERVILLE ROAD SUITE 400
<b>City:</b>	WILMINGTON
<b>State/Country:</b>	DELAWARE
<b>Postal Code:</b>	19808
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 30**

Property Type	Number	Word Mark
Serial Number:	76390131	CLICK 6
Registration Number:	2634014	COOKING WITH TASTE
Registration Number:	2473041	FREE TIME
Registration Number:	2178504	FREETIME
Registration Number:	2524957	FULLY BOOKED
Registration Number:	2829742	HELPING LITTLE HEROES
Registration Number:	2833774	HOMER HANKY
Registration Number:	2477959	INSIGHTS IN INK
Registration Number:	2522959	KIDS WIN WIRED INTO NEWS
Registration Number:	2522958	KIDS WIN WIRED INTO NEWS STAR TRIBUNE
Registration Number:	2458715	LIFE IS SHORT FISH NOW, WORK LATER
Registration Number:	2254715	LOVELINES
Serial Number:	78809779	MARQ
Registration Number:	1665809	MINDWORKS

OP \$765.00 76390131

Registration Number:	1442073	MINNEAPOLIS STAR AND TRIBUNE
Serial Number:	78947745	MINNESCAPES
Registration Number:	3152719	MINNESOTA POLL
Registration Number:	2206833	MINNESOTA WE LOVE IT HERE
Registration Number:	2543341	SEE WHAT YOU CAN DO
Registration Number:	3080993	SHOPMINNESOTA.COM
Serial Number:	78889574	SPORTSHOTS
Registration Number:	1495070	STAR TRIBUNE
Registration Number:	1495758	STAR TRIBUNE
Registration Number:	1547302	STAR TRIBUNE NEWSPAPER OF THE TWIN CITIES
Registration Number:	1547301	STAR TRIBUNE NEWSPAPER OF THE TWIN CITIES
Registration Number:	2249689	STARTRIBUNE COM
Registration Number:	2216881	STRIB STUFF
Registration Number:	2432042	STRIBAUCTIONS
Serial Number:	77052861	VITA.MN
Registration Number:	2495468	WEBDALE

**CORRESPONDENCE DATA**

Fax Number: (612)766-1723  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Email: trademarkmpls@faegre.com  
Correspondent Name: Faegre & Benson LLP  
Address Line 1: 90 South Seventh Street  
Address Line 2: 2200 Wells Fargo Center  
Address Line 4: Minneapolis, MINNESOTA 55402-3901

ATTORNEY DOCKET NUMBER:	11398-357617
NAME OF SUBMITTER:	Dianna L. Gould - Paralegal
Signature:	/dlg/
Date:	10/25/2007

Total Attachments: 7  
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## BILL OF SALE

This BILL OF SALE (this "Bill of Sale") is made and delivered as of March 5, 2007, by McClatchy Management Services, Inc., a Delaware corporation ("Seller"), for the benefit of Snowboard Acquisition Corporation, a Delaware corporation ("Buyer").

WHEREAS, on December 26, 2006, Buyer and The McClatchy Company, a Delaware corporation and the parent of Seller ("McClatchy"), entered into that certain Stock Purchase Agreement (the "Purchase Agreement") pursuant to which, among other things, McClatchy agreed to cause Seller to sell and assign the Transferred IP to Buyer.

WHEREAS, by this instrument Seller is vesting in Buyer all of the properties, assets, interests and rights of Seller hereinafter described.

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged by Seller:

1. Transfer. Seller hereby grants, bargains, transfers, sells, assigns, conveys and delivers to Buyer, all right, title and interest in and to the assets set forth on Exhibit A hereto (the "Transferred IP"). Except as set forth in the Purchase Agreement, Buyer hereby acknowledges that Seller makes no representations or warranties hereby with respect to the Transferred IP.

2. Miscellaneous.

(a) Definitions. Capitalized terms used but not defined herein shall have the meanings ascribed to them in the Purchase Agreement.

(b) Headings. The section headings used herein are inserted for convenience only and shall not affect in any way the meaning or interpretation of this Bill of Sale.

(c) Governing Law. This Bill of Sale shall be governed by, and construed in accordance with, the laws of the State of Delaware without regard to principles of conflict of laws.

(d) Counterparts. This Bill of Sale may be executed in two or more counterparts, each of which shall be deemed an original but all of which together will constitute one and the same instrument.


(e) Amendments. No amendment or modification of this Bill of Sale shall be effective unless it is set forth in writing and signed by each of the parties hereto.

(f) Successors and Assigns. This Bill of Sale is executed by, and shall be binding upon, the parties hereto and their respective successors and assigns for the uses and purposes above set forth and referred to herein, as of the date hereof.

*[Remainder of This Page Intentionally Left Blank]*

IN WITNESS WHEREOF, the parties have caused this Bill of Sale to be duly executed and delivered as of the date first written above.

MCCLATCHY MANAGEMENT SERVICES, INC.

  
\_\_\_\_\_  
Signature

Patrick J. Talamantes  
\_\_\_\_\_  
Name

VE, Finance & CFO  
\_\_\_\_\_  
Title

Exhibit A

**TRANSFERRED IP**

All of the Seller's worldwide right, title and interest, including the right to sue for past, present, and future infringement or misappropriation of any Intellectual Property Rights, in:

All Data and Intellectual Property Rights associated therewith.

The Domain Names listed on Appendix A hereto (the "**Domain Names**") and any Intellectual Property Rights associated therewith.

The trademarks listed on Appendix B hereto (the "**Trademarks**"), any Intellectual Property Rights associated therewith and all goodwill associated with and symbolized by the applicable Trademark.

For purposes of this Exhibit A, the following terms have the meanings specified or referred to below:

**"Company"** means The Star Tribune Company, a Delaware corporation.

**"Data"** means derivative compilations of information, in whatever form or format, related to the identity of the Company's subscribers, customers and advertisers, which are compilations based on the Company's subscriber, customer and advertiser business records.

**"Intellectual Property Rights"** means (i) copyright rights and trade secret rights in the Data; (ii) trademark, service mark and trade dress rights in the Trademarks; and (iii) all registration rights and property rights in the Domain Names.

**Appendix B - TRADEMARKS**

MARK	FED/STATE	CLASS	REG #	REG. DATE	EXPIRATION DATE
CLICK 6	Fed	41	Pending application	Serial 76/390131 4/2/02	No. filed
COLOSSAL WEEKENDS and design	MN	35	27629	7/17/98	7/17/08
COOKING WITH TASTE	Fed	16	2634014	10/15/02	Sec. 8 due 10/15/08
EDIT YOUR HEALTH	MN	41	28896	7/26/99	7/26/09
EDIT YOUR HEALTH and design	MN	41	28897	7/26/99	7/26/09
FIRST DOWN FLAG	MN	24	1111814-2	11/16/04	11/16/14
FREE TIME	Fed	16	2473041	7/31/01	Sec. 8 due 7/31/07
FREETIME	Fed	41	2178504	8/4/98	8/4/08
FULLY BOOKED	Fed	16	2524957	1/1/02	Sec. 8 due 1/1/08
HELPING LITTLE HEROES	Fed	36	2829742	4/6/04	4/6/14
HOMER HANKY	MN	41	27265	3/19/98	3/19/08
HOMER HANKY	Fed	24	2833774	4/20/04	4/20/14
HOMER HANKY JUST AS GREAT IN '88	MN	24	27264	3/19/98	3/19/08
HOMER HANKY THE MAGIC IS BACK 1991 and design	MN	24	18212	9/16/91	9/16/11
HOMEZONE and design	MN	42	27361	4/17/98	4/17/08
IMAGINATION FUND	MN	36	27628	7/17/98	7/17/08
INSIDE REAL ESTATE	MN	16	23777	5/4/95	5/4/05
INSIGHTS IN INK	Fed	16	2477959	8/14/01	Sec. 8 due 8/14/07
INSIGHTS IN INK	MN	16	17007	12/6/90	12/6/10
INSIGHTS IN INK	MN	41	17006	12/6/90	12/6/10
KIDS WIN WIRED INTO NEWS	Fed	41	2522959	12/25/01	12/25/11
KIDS WIN WIRED INTO NEWS	MN	41	27182	3/2/98	3/2/08
KIDS WIN WIRED INTO NEWS and design	MN	41	27181	3/2/98	3/2/08
KIDS WIN WIRED INTO NEWS STAR TRIBUNE and design	Fed	41	2522958	12/25/01	12/25/11
LIFE IS SHORT FISH NOW, WORK LATER	Fed	16	2458715 - Supp. Reg.	6/5/01	Sec. 8 due 6/5/07
LOVELINES	Fed	41	2254715	6/22/99	6/22/09
MARQ	Fed	16	Pending application	Serial 78/809779 2/8/06. Statement of Use/Extension filed 10/17/06	No. filed
MINDWORKS	Fed	16	1665809	11/26/91;	11/26/11
MINI-ZONE	MN	35	4769	8/29/74	8/29/14
MINNEAPOLIS STAR AND TRIBUNE	Fed	16	1442073	6/9/87	

MARK	FED/STATE	CLASS	REG #	REG. DATE	EXPIRATION DATE
MINNESCAPES	Fed	16, 35	Pending application	Serial No. 78/947745 8/8/06 filed	
MINNESOTA POLL	Fed	35	3152719	10/10/06	10/10/16
MINNESOTA POLL	MN	16	7217	4/24/81	4/24/11
MINNESOTA POLL and design	MN	16	17631	4/25/91	4/25/11
MINNESOTA WE LOVE IT HERE	Fed	25	2206833	12/1/98	12/1/08
MINNESOTA WE LOVE IT HERE and design	MN	16	27466	5/22/98	5/22/08
MINNESOTA WE LOVE IT HERE	MN	21	27467	5/22/98	5/22/08
MINNESOTA WE LOVE IT HERE and design	MN	25	27468	5/22/98	5/22/08
NEWSPAPER OF THE TWIN CITIES	MN	16	12929	11/3/87	11/3/07
QUICKCALL	MN	36	25229	8/5/96	8/5/16
REAL ESTATE EXTRA	MN	16	23896	6/15/95	6/15/15
SEE WHAT YOU CAN DO	Fed	42	2543341	2/26/02	Sec. 8 due 2/26/08
SHOPMINNESOTA	MN	35	792765-2	6/13/05	2/17/14
SHOPMINNESOTA.COM	Fed	35	3080993	4/11/06	4/11/16
SHOPMN	MN	35	812879-2	6/13/05	3/2/14
SPORTSHOTS	Fed	16	Pending application	Serial No. 78/889574 5/22/06. Response to PTO Office Action due 4/24/07. filed	
STAR TRIBUNE	MN	16	12490	7/1/87	7/1/07
STAR TRIBUNE	Fed	16	1495070	7/5/88	7/5/08
STAR TRIBUNE and design	Fed	16	1495758	7/12/88	7/12/08
STAR TRIBUNE NEWSPAPER OF THE TWIN CITIES	MN	16	12491	7/1/87	7/1/07
STAR TRIBUNE NEWSPAPER OF THE TWIN CITIES	Fed	16	1547302	7/11/89	7/11/09
STAR TRIBUNE NEWSPAPER OF THE TWIN CITIES and design	MN	16	12492	7/1/87	7/1/07
STAR TRIBUNE NEWSPAPER OF THE TWIN CITIES and design	Fed	16	1547301	7/11/89	7/11/09
STAR TRIBUNE PERSONAL INVESTMENT STRATEGIES CONFERENCE and design	MN	41	29183	10/7/99	10/7/09
STARTRIBUNE.COM	Fed	42	2249689	6/1/99	6/1/09
STOCKLINE	MN	36	26261	5/27/97	5/27/07
STRIB STUFF	Fed	35	2216881	1/12/99	1/12/09



MARK	FED/STATE	CLASS	REG #	REG. DATE	EXPIRATION DATE
STRIBACTIONS	Fed	35	2432042	2/27/01	Sec. 8 due 2/27/07
SUPER JOB	MN	16	1196510-2	1/18/05	1/18/15
TWINS 1987 CHAMPIONSHIP DRIVE OFFICIAL STAR TRIBUNE STAR TRIBUNE HOMER HANKY	MN	28	12823	10/9/87	10/9/07
URBAN LIFE and design	MN	16	1576348-2	11/10/05	11/10/15
VITA.MN	Fed	16, 41	Pending application	Serial No. 77/052861 11/29/06 filed	
VOLUNTEER WORKS and design	MN	42	28608	5/10/99	5/10/09
WEBDALE	Fed	35	2495468	10/9/01	10/9/11

All trademarks owned by McClatchy Management Services, Inc.

### COMMON LAW TRADEMARKS

Illustrative common law trademarks used by The Star Tribune Co. include, but are not limited to: APARTMENTS MAGAZINE, BUZZ.MN, DINE, HARTMAN HANKY, HIGH SCHOOL NEWSPAPER CHALLENGE\*, HOMES MAGAZINE, IDEAL HOME, IDEAL YOU, IMAGINATION FUND design, MOLLIE, OLLIE, SAFE-T-SMART TWINS, STAR TRIBUNE FOUNDATION and design, TALKING VOLUMES\*\*, THE NEIGHBORHOOD FORUM, TWIN CITIES METRO SPELLING BEE, TWIN CITIES VALUES, and WHISKERS.

\* -- The common law mark HIGH SCHOOL NEWSPAPER CHALLENGE is jointly used by The Star Tribune Co. and Minnesota State High School League.

\*\* -- The common law mark TALKING VOLUMES is jointly owned by The Star Tribune Co., Minnesota Public Radio, and The Loft Literary Center.