

### **Description of Transaction**

The World Company dba Sunflower Broadband (“Sunflower”) and Knology of Kansas, Inc. (“Knology”) respectfully notify the Commission that pursuant to the terms of an Asset Purchase Agreement dated August 3, 2010 by and between Sunflower and Knology, Sunflower has assigned to Knology certain assets, including the C-band receive-only earth station registration (Call Sign E70103) which is the subject of this notification.<sup>1</sup>

Sunflower was issued this registration for a site located in Lawrence, Kansas on July 16, 2007 in File Number SES-REG-20070608-00775. The registration has a fifteen year term set to expire on June 8, 2022.

The assignment of this registration will not result in any interruption to or diminishment of service provided to Sunflower’s customers. Following consummation of the transaction, Knology provides continuous service in essentially the same manner to the same customer base as previously delivered by Sunflower. Consequently, this assignment is entirely consistent with the public interest.

---

<sup>1</sup> Further description of this transaction is provided in other filings made with the Commission by Sunflower and Knology. *See, e.g.*, In the Matter of The World Company and WorldNet, L.L.C., Assignors, Knology of Kansas, Inc., Assignee, Application for Consent to Assign Assets Pursuant to Section 214 of the Communications Act of 1934, As Amended, to Knology of Kansas, Inc., WC Docket No. 10-170; IB File No. ITC-ASG-20100820-00339.