

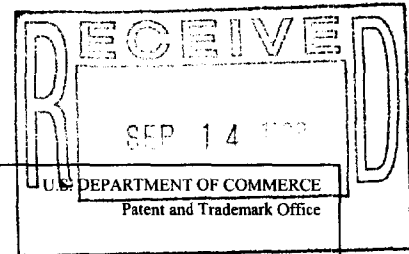
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09-16-1998



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To the Honorable Commissioner of Patents and Trademarks. Please record the attached original document or copy thereof.

1. Name of Party(ies) conveying an interest:

Qualitron Media, Inc.
3725 Rome Drive, Suite B
Lafayette, Indiana 47505

Individual(s) Association
 General Partnership Limited Partnership
 Corporation Indiana
 Other

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and Address of Party(ies) receiving an interest:

Name: Farm Journal Electronic Media Company
Street Address: 1500 Market Street, Center Square West
Internal Address:
City: Philadelphia State: Pennsylvania Zip: 19102

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation Delaware
 Other _____

Additional name(s) & address(es) attached? Yes No

3. Nature of Conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: August 28, 1998

4. Application number(s) or registration number(s):

A. Trademark Application No.(s): 75/413,185 75/413,184

Additional numbers attached? Yes No

B. Trademark Registration No.(s): 1,955,853 1,539,691 1,435,976

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Mark H. Webbink, Esq.
Internal Address: Moore & Van Allen, PLLC
Street Address: 2200 West Main Street, Suite 800
City: Durham State: NC ZIP: 27705

6. Total number of applications and registrations involved: 5

7. Total fee (37 CFR 3.4): \$ 140.00
 Enclosed
 Authorized to be charged to deposit account (Any Deficiency)

8. Deposit account number: 13-4365
(Attach duplicate copy of this form if paying by deposit account):

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Mark H. Webbink, Esq. [Signature] 9/9/98
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments and document: 8

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

CERTIFICATE OF MAILING

I hereby certify that this paper is being deposited with the United States Postal Service as first class mail in an envelope addressed to the Commissioner Of Patent And Trademarks, Washington, DC 20231, BOX ASSIGNMENTS.

TIM KROLL
(Typed or printed name of person signing the certificate)

[Signature]
(Signature of the person signing the certificate)

9/9/98
(Date of Signature)

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01 FC:481 40.00 OP
02 FC:482 100.00 OP

SCHEDULE A
QUALITRON MEDIA, INC.
U.S. TRADEMARKS

Pending Applications

Mark	Application Serial No.	Filing Date
AGDAY AGRIBUSINESSINDEX	75/413,185	1/2/98
AGDAY AGINDEX	75/413,184	1/2/98

Registered Marks

Mark	Registration No.	Registration Date
AGDAY and Design	1,955,853	2/13/96
AG DAY	1,539,691	5/13/89
MORNING AGRICULTURE REPORT and Design	1,435,976	4/7/87

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into as of this ~~8~~ day of August, 1998, (the "Effective Date"), by and between Qualitron Media, Inc., an Indiana corporation having an office at 3725 Rome Drive, Suite B, Lafayette, Indiana 47505 ("Assignor"), and Farm Journal Electronic Media Company, a Delaware corporation ("Assignee") which is an indirect wholly-owned subsidiary of The Farm Journal Corporation, a Delaware corporation, having an office at Centre Square West, 1500 Market Street, Philadelphia, Pennsylvania 19102 ("Parent").

WHEREAS, Assignor uses and owns all right, title, and interest in and to the marks shown on the attached Schedule A (the "Marks");

WHEREAS, in accordance with Section 13.10 of the Asset Purchase Agreement, Parent and Assignee have entered into an Assignment and Assumption Agreement dated of even date herewith whereby Parent has transferred and assigned to Assignee all of its rights, interests and obligations under the Asset Purchase Agreement and Assignee has assumed all of the obligations of Parent under, and agreed to be bound by all of the terms, conditions and provisions contained in, the Asset Purchase Agreement; and

WHEREAS, pursuant to the Asset Purchase Agreement, Assignor desires to sell and assign to Assignee, and Assignee desires to accept the sale and assignment of, all of Assignor's right, title and interest in and to the Marks, together with the business assets pertaining to the Marks and the goodwill associated with and symbolized by the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer over

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to Assignee and Assignee hereby accepts the sale and assignment of, all of Assignor's right, title and interest in and to the Marks, together with the business assets pertaining to the Marks and the goodwill associated with and symbolized by the Marks, and all registrations and applications therefor, in the United States and all foreign countries, 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 income, royalties or payments due or payable with respect to the Marks as of the Effective Date and hereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns, affiliates or other legal representatives.

IN TESTIMONY WHEREOF, the Assignor has executed this Trademark

Assignment this 28 day of August, 1998.

QUALITRON MEDIA, INC.

By: [Signature]
Name: Jeffrey A. Pence
Title: President

STATE OF INDIANA)
) SS.
COUNTY OF Tippelaw)

On this 28 day of August, 1998, there appeared before me on behalf of Qualitron Media, Inc. Jeffrey A. Pence personally known to me, who acknowledged that he signed the foregoing Trademark Assignment as his voluntary act and deed with full authority to do so.

[Signature]
Notary Public
2-19-01

FARM JOURNAL ELECTRONIC MEDIA COMPANY

By: [Signature]
Name: Stanford A. Encke
Title: Chairman

SCHEDULE A

TRADEMARKS/SERVICE MARKS AND/OR TRADE NAMES

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TRADEMARK

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SCHEDULE A
TRADEMARKS, SERVICE MARKS AND TRADE NAMES

1.	AG DAY	Registered	1,539,691	9/26/88	8/16/82	5/16/89	Entertainment services in the nature of a continuing television program in the field of agribusiness in Class 41
2.	AGDAY & Design	Registered	1,955,853	9/12/94	5/5/90	2/13/96	Entertainment services in the nature of a continuing television program in the field of agribusiness in Class 41
3.	MORNING AGRICULTURAL REPORT & Design	Registered	1,435,976	6/16/86	7/11/85	4/7/87	Educational and entertainment services, namely a radio and television agricultural news program in Class 41
4.	AGDAY AGINDEX	Application Pending	75-413184	1/2/98	Intent to Use		Financial services, namely, providing and updating an index of securities values, and classification, analysis and reporting thereof in Class 36
5.	AGDAY AGRIBUSINESS INDEX	Application Pending	75-413185	1/2/98	Intent to Use		Financial services, namely, providing and updating an index of securities values, and classification, analysis and reporting thereof in Class 36

* Date Section 8 & 15 Affidavit, if any, was accepted by the United States Patent & Trademark Office

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 08/19/98

TRADEMARK

Abandoned (9/11/95)	74-564330	8/22/94	Intent to Use		Television and video programming in the agricultural field in Class 41
Abandoned (6/19/97)	74-721244	8/28/95	Intent to Use		Entertainment, namely a continuing consumer lifestyle show distributed over television in Class 41

EDIA INC.

MARKETPLACE

Seller's principal business and trade name

Mark intended for future use in connection with Seller's weekend agribusiness related broadcast

Mark used in connection with a daily news service, namely daily "news capsules" consisting of stories on agriculture, food and other agribusiness topics

THE AMERICAN FARMER

Slogan used throughout Seller's programming, marketing and promotional materials

Y IN AGRI-BUSINESS NEWS AND

Slogan used throughout Seller's programming, marketing and promotional materials

Y IN FARMING

Slogan used throughout Seller's programming, marketing and promotional materials