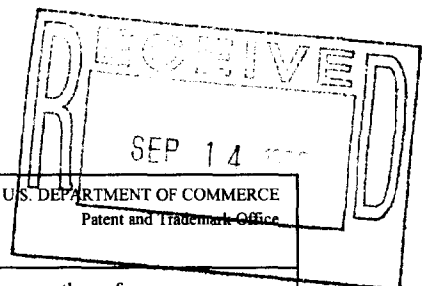


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09-16-1998



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

<p>1. Name of Party(ies) conveying an interest:</p> <p>Farm Journal Electronic Media Company 1500 Market Street, Center Square West Philadelphia, Pennsylvania 19102</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation <u>Delaware</u> <input type="checkbox"/> Other</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and Address of Party(ies) receiving an interest:</p> <p>Name: <u>First Union National Bank</u></p> <p>Street Address: <u>One First Union Center, TW-10</u></p> <p>Internal Address: <u>301 South College Street</u></p> <p>City: <u>Charlotte</u> State: <u>North Carolina</u> Zip: <u>28288-0608</u></p> <p><input type="checkbox"/> Individual(s) citizenship _____ <input type="checkbox"/> Association _____ <input type="checkbox"/> General Partnership _____ <input type="checkbox"/> Limited Partnership _____ <input type="checkbox"/> Corporation _____ <input checked="" type="checkbox"/> Other <u>National Banking Association</u></p> <p>Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
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<p>3. Nature of Conveyance:</p> <p><input type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input checked="" type="checkbox"/> Other <u>Notice of Grant of Security Interest in Trademarks</u></p> <p>Execution Date: <u>April 2, 1998</u></p>	<p>4. Application number(s) or registration number(s):</p> <p>A. Trademark Application No.(s): <u>75/413,185 75/413,184</u></p> <p>B. Trademark Registration No.(s): <u>1,955,853 1,539,691 1,435,976</u></p> <p>Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
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<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: <u>Mark H. Webbink, Esq.</u></p> <p>Internal Address: <u>Moore & Van Allen, PLLC</u></p> <p>Street Address: <u>2200 West Main Street, Suite 800</u></p> <p>City: <u>Durham</u> State: <u>NC</u> ZIP: <u>27705</u></p>	<p>6. Total number of applications and registrations involved: <u>5</u></p> <p>7. Total fee (37 CFR 3.4):\$ <u>140.00</u></p> <p><input checked="" type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit account (Any Deficiency)</p> <p>8. Deposit account number: <u>13-4365</u> (Attach duplicate copy of this form if paying by deposit account):</p>
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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: 6

<p>Mail documents to be recorded with required cover sheet information to:</p> <p>Commissioner of Patents and Trademarks Box Assignments Washington, D.C. 20231</p>	<p>CERTIFICATE OF MAILING</p> <p>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.</p> <p><u>TIM KROLL</u> (Typed or printed name of person signing the certificate)</p> <p><u>[Signature]</u> (Signature of the person signing the certificate)</p> <p><u>9/9/98</u> (Date of Signature)</p>
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01 FC:481 40.00 OP
02 FC:482 100.00 OP

SCHEDULE A

FARM JOURNAL ELECTRONIC MEDIA COMPANY

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

NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Gentlemen:

Please be advised that pursuant to the Security Agreement dated as of April 2, 1998 (the "Security Agreement") by and among the Obligors party thereto (each an "Obligor" and collectively, the "Obligors") and First Union National Bank, as Agent (the "Agent") for the financial institutions referenced therein (the "Lenders"), the undersigned Obligor has granted a continuing security interest in and continuing lien upon, the trademarks and trademark applications shown below to the Agent for the ratable benefit of the Lenders:

TRADEMARKS

<u>Trademark No.</u>	Description of Trademark <u>Item</u>	Date of <u>Trademark</u>
	See attached Schedule A	

TRADEMARK
APPLICATIONS

<u>Trademark Application No.</u>	Description of Trademark <u>Applied For</u>	Date of Trademark <u>Application</u>
	See attached Schedule A	

The Obligors and the Agent, on behalf of the Lenders, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

**FARM JOURNAL ELECTRONIC MEDIA
COMPANY**

By: Stanford A. Erickson
Name: Stanford A. Erickson
Title: CEO & Chairman

Acknowledged and Accepted:

**FIRST UNION NATIONAL BANK,
as Agent**

By: _____
Name: _____
Title: _____

The Obligors and the Agent, on behalf of the Lenders, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

**FARM JOURNAL ELECTRONIC MEDIA
COMPANY**

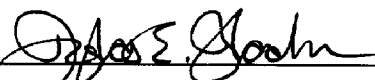
By: _____

Name: _____

Title: _____

Acknowledged and Accepted:

**FIRST UNION NATIONAL BANK,
as Agent**

By:  _____
Name: **DOUGLAS E. BLACKMAN**
Title: **VICE PRESIDENT**

SCHEDULE A

TRADEMARKS, SERVICE MARKS AND TRADE NAMES

1. AGDAY	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