

01-20-2000

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office



EET

12-22-99

101248460

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

1. Name of Conveying party(ies):

Data Broadcasting Corporation

Name and address of receiving party(ies):

The Farm Journal Corporation

- Individual(s)
- General Partnership
- Corporation - State Delaware
- Other
- Association
- Limited Partnership

Internal Address:

Street Address: Centre Square West  
1500 Market Street

City: Philadelphia

State/Country: PA ZIP: 19102-2181

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

- Individual citizenship:
- Association
- General Partnership
- Limited Partnership
- Corporation-State: Delaware
- Other:

Execution date: May 20, 1999

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designation must be a separate document from assignment.)

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

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

A. Trademark Application No(s).

75/203,998 (AGCAST NETWORK)  
75/468,614 (CATTLECAST)  
75/445,725 (THE PRECISION INFORMATION NETWORK)

B. Trademark registration No(s).

2,211,604 (AGCAST)

Additional numbers attached?  Yes  No

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

Ronald E. Shapiro  
Vorys, Sater, Seymour and Pease LLP  
1828 L Street N.W.  
11th Floor  
Washington, D.C. 20036-5109

6. Total number of applications and registrations involved: 4

7. Total fee (37 CFR §3.41): \$ 115.00

- Enclosed
- Charge any deficiency in enclosed fee to deposit account
- Authorized to be charged to deposit account

8. Deposit account number: 22-0585

(Attach duplicate copy of this page 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.

Ronald E. Shapiro

December 22, 1999

Name of Person Signing

Signature

Date

3

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

01/19/2000 JSHABAZZ 00000139 75203998

01 FC:481  
02 FC:482

40.00 DP  
75.00 DP

## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment"), dated as of the 20<sup>th</sup> day of May, 1999, is given by Data Broadcasting Corporation, a Delaware corporation ("Assignor"), in favor of The Farm Journal Corporation, an Delaware corporation ("Assignee").

Assignor owns the trademarks and service marks set forth on Schedule I attached hereto and made a part hereof (the "Marks") and the registration and applications therefor listed in Schedule I hereto, together with the goodwill symbolized by the Marks. Assignor desires to assign, and Assignee desires to acquire, the Marks, the registration and applications listed in Schedule I hereto, the goodwill symbolized by the Marks, and the portion of Assignor's business relating to the Marks (the "Business").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, Assignor hereby assigns to Assignee the entire right, title and interest in and to the Marks, the registration and applications listed in Schedule I hereto, the goodwill symbolized by the Marks, and the Business.

This Assignment includes all legal rights associated with such Marks and the United States registration and applications therefor, including but not limited to (i) the right to sue for past and future infringement of such Marks, (ii) the right to file affidavits of continuing use and/or incontestability in connection with the registration listed in Schedule I hereto and in connection with any registrations that may be issued on the applications listed in Schedule I hereto, and (iii) the right to seek renewal of the registration listed in Schedule I hereto and any registrations that may be issued on the applications listed in Schedule I hereto.

Assignor hereby agrees to, and shall, execute and deliver such further instruments of transfer and conveyance and take such action and deliver such other documents, certifications and further assurances as may reasonably be required to effect and record, where necessary, the transfer and conveyance of the foregoing, and Assignor hereby agrees to, and shall, fully cooperate with Assignee in furtherance of the same.

IN WITNESS WHEREOF, I, the undersigned, hereby declare that I am an officer of Assignor, having the title indicated below, and that I am duly authorized to execute this Assignment on behalf of Assignor.

DATA BROADCASTING CORPORATION

By: Mark F. Imperiale  
Name: Mark F. Imperiale  
Title: President and Chief Executive Officer

**SCHEDULE I**

**REGISTERED MARK:**

<u>Mark</u>	<u>Registration Number</u>	<u>Date Registered</u>
AGCAST®	2,211,604	12/15/98

**PENDING APPLICATIONS:**

<u>Mark</u>	<u>Serial Number</u>	<u>Date Filed</u>
AGCAST NETWORK	75/203,998	11/21/96
CATTLECAST	75/468,614	4/15/98
THE PRECISION INFORMATION NETWORK	75/445,725	3/6/98