

03-02-2000



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**RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY**

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

**Submission Type**

New

Resubmission (Non-Recordation)  
Document ID #

Correction of PTO Error  
Reel #  Frame #

Corrective Document  
Reel #  Frame #

**Conveyance Type**

Assignment  License

Security Agreement  Nunc Pro Tunc Assignment

Merger

Change of Name

Other

Effective Date  
Month Day Year

**Conveying Party**

Mark if additional names of receiving parties attached

Name

Execution Date  
Month Day Year

Formerly

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship State of Incorporation/Organization

**Receiving Party**

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)     
City State/Country Zip Code

Individual  General Partnership  Limited Partnership  Association

Corporation

Other

Citizenship State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached (Designation must be a separate document from the Assignment.)

~~03/02/2000 DC0ATES 00000153 020755 75413184~~  
FOR OFFICE USE ONLY

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Public reporting burden for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

**Domestic Representative Name and Address** Enter for the first Receiving Party only.

**Name**

**Address (line 1)**

**Address (line 2)**

**Address (line 3)**

**Address (line 4)**

**Correspondent Name and Address** Area Code and Telephone Number

**Name**

**Address (line 1)**

**Address (line 2)**

**Address (line 3)**

**Address (line 4)**

**Pages** Enter the total number of pages of the attached conveyance document including any attachments. #

**Trademark Application Number(s) or Registration Number(s)**  Mark if additional numbers attached  
Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text" value="75413184"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1955853"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1539691"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1435976"/>	<input type="text"/>	<input type="text"/>

**Number of Properties** Enter the total number of properties involved. #

**Fee Amount** Fee Amount for Properties Listed (37 CFR 3.41): \$

**Method of Payment:** Enclosed  Deposit Account

**Deposit Account** (Enter for payment by deposit account or if additional fees can be charged to the account.) #

Deposit Account Number:

Authorization to charge additional fees: Yes  No

**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. Charges to deposit account are authorized, as indicated herein.*

Sally A. Steffen *Sally A. Steffen* 1/25/2000  
Name of Person Signing Signature Date Signed

TRADEMARK RELEASE

WHEREAS, pursuant to a Security Agreement entered into as of April 2, 1998, among Farm Journal, Inc. (the "Borrower"), Professional Farmers of America, Inc. ("PFA"), Professional Market Management, Inc. ("PMM") and First Union National Bank, in its capacity as administrative agent (in such capacity, the "Agent") for the financial institutions from time to time party to a certain Credit Agreement dated April 2, 1998 (the "Agreement"), among the Borrower, The Farm Journal Corporation (f/k/a Farm Journal Holdings, Inc.), PFA, PMM, the several banks, financial institutions and other investors from time to time parties to the Agreement and the Agent (the "Lenders"), Farm Journal Electronic Media Company granted to the Agent for the benefit of the Lenders security interests in and to the trademarks and registrations and trademark applications listed on Schedule A attached hereto (the "Marks"), and the goodwill associated therewith; and

WHEREAS, the Agent, acting for the benefit of the Lenders, in connection with that certain payoff letter from the Bank to the Borrower dated ~~the date hereof~~ <sup>12/31/99</sup>, now desires to release its security interests in and to the Marks and the goodwill associated therewith.

*PSC*

NOW, THEREFORE, for good and valuable consideration, the Agent acting for the benefit of the Lenders hereby releases its security interest in and to the Marks and the goodwill associated therewith.

Executed as of this 4<sup>th</sup> day of January, 2000.

FIRST UNION NATIONAL BANK

By: *Elizabeth D. Morris*  
Name: Elizabeth D. Morris  
Title: Vice President

**SCHEDULE A**

**TRADEMARKS REGISTERED BY FARM JOURNAL ELECTRONIC MEDIA COMPANY**

<u>Registration Number</u>	<u>Trademark</u>	<u>Registration Date</u>
1,955,853	Agday (and design)	2/13/96
1,539,691	AgDay	5/16/89
1,435,976	Morning Agriculture Report	4/7/87

**TRADEMARK APPLICATIONS OF FARM JOURNAL ELECTRONIC MEDIA COMPANY**

<u>Serial Number and Status</u>	<u>Trademark</u>	<u>Date</u>
75-413185 (Abandoned)	Agday Agribusinessindex	1/2/98
75-413184 (Allowed)	Agday Agindex	1/2/98