

03-02-2000



101279493

**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

MRB
1-28-00

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 DC000155 020785 2113154

FOR OFFICE USE ONLY

01 FC:481 40.00 CH
02 FC:482 70.00 CH

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.

TRADEMARK
REEL: 002028 FRAME: 0443

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"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2113154"/>	<input type="text" value="2102231"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2172913"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2172912"/>	<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"), PMM granted to the Agent for the benefit of the Lenders security interests in and to the trademarks and registrations 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~~ ^{1/4/2000}, now desires to release its security interests in and to the Marks and the goodwill associated therewith. *etc*

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 4th day of January, 2000.

FIRST UNION NATIONAL BANK

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

SCHEDULE A

TRADEMARKS REGISTERED BY PROFESSIONAL MARKET MANAGEMENT, INC.

<u>Registration Number</u>	<u>Trademark</u>	<u>Registration Date</u>
2,113,154	Professional Market Management, Inc.	11/11/97
2,172,913	PMM	7/14/98
2,172,912	PMM (Design Only)	7/14/98
2,102,231	CashMaster	9/30/97

CERTIFICATE OF EXPRESS MAILING - 37 C.F.R. § 1.10

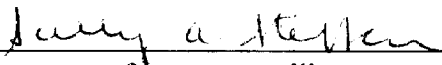
Express Mail mailing number: EL 022381650 US

Date of Deposit: January 27, 2000

I hereby certify that the foregoing Request for Recordation with Trademark Release for the marks listed in Schedule A to the Trademark Release, along with the U.S. Patent and Trademark Recordation Cover Sheet, is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. § 1.10 on the date indicated above and is addressed to the U.S. Patent and Trademark Office, Office of Public Records, Attn: Customer Service Counter, 1213 Jefferson Davis Highway, 3rd Floor, Arlington, VA 22202.

Sally A. Steffen

Type or print name of person mailing papers



Signature of person mailing papers