

U.S. P.

01-29-2001



Docket No. 22379.0000.003
1

TRADEMARK R

101595933

COVER SHEET

11801

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
Effective Date
Month Day Year
12 18 2000
- Merger
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year
12 18 2000

75401353

Name Johnson Hill Press, Inc.

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization Delaware

Receiving Party

Mark if additional names of receiving parties attached

Name Cygnus Business Media, Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) _____

Address (line 2) 1233 Janesville Avenue

Address (line 3) Fort Atkinson

Wisconsin
State/Country

53538
Zip Code

- Individual General Partnership Limited Partnership 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 Assignment.)
- Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization Delaware

FOR OFFICE USE ONLY

01/29/2001 DBYRNE 00000221 75401353
01 FC:481 40.00

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

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 202-663-8000

Name Kathy McKnight
 Address (line 1) 2300 N Street, NW
 Address (line 2) Washington, D.C. 20037-1128
 Address (line 3) _____
 Address (line 4) _____

Pages Enter the total number of pages of the attached conveyance document including any attachments. # 2

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)		
<u>75/401353</u>	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Number of Properties Enter the total number of properties involved. # 1

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$ 40.00

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.

Kathy McKnight
 Name of Person Signing

Kathy McKnight
 Signature

1/18/01
 Date Signed

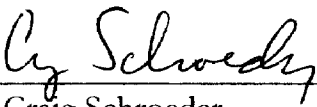
ASSIGNMENT

WHEREAS, JOHNSON HILL PRESS, INC., a Delaware corporation having an address of 1233 Janesville Avenue, Fort Atkinson, Wisconsin 53538 (hereinafter "ASSIGNOR") adopted the service mark PRECISION AG EXPO for arranging and conducting trade shows and exhibitions in the field of agriculture and is the record owner of the United States Service Mark Application Serial No. 75/401353 to register said mark.

WHEREAS, CYGNUS BUSINESS MEDIA, INC., a Delaware corporation, having an address of 1233 Janesville Avenue, Fort Atkinson, Wisconsin 53538 (hereinafter "ASSIGNEE"), is desirous of acquiring all rights, title and interest in and to the said service mark, the goodwill symbolized thereby, the business associated therewith, which business is ongoing and existing, and United States Service Mark Application Serial No. 75/401353 for registration thereof.

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby mutually acknowledged, ASSIGNOR hereby sells, assigns, transfers and conveys to ASSIGNEE all rights, title and interest in and to the service marks listed on Appendix A hereto, the goodwill symbolized thereby, the business associated therewith, which business is ongoing and existing, and United States Service Mark Application Serial No. 75/401353 for registration thereof.

JOHNSON HILL PRESS, INC.

By: 
Craig Schroeder
Vice President of Finance

Notarization on next page

STATE OF WISCONSIN)
 : ss:-
COUNTY OF JEFFERSON)

Signed before me this 18th day of December, 2000.

Vicki Frohmader
Notary Public

SEAL

My commission expires: 9/7/2023