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Form PTO-1594

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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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

1. Name of conveying party(ies):

Qualitron Media, Inc.

5-20-02

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

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

3. Nature of conveyance:

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

Execution Date: April 8, 2002

2. Name and address of receiving party(ies)

Name: Farm Journal Electronic Media
Internal 1500 Market Street Company
Address: Center Square West

Street Address: _____
City: Philadelphia State: PA Zip: 19102

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

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

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

A. Trademark Application No.(s) _____

B. Trademark Registration No.(s) 2,320,911

Additional number(s) attached Yes No

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

Name: Roberts E. Inveiss
Henderson,
Internal Address: Daily, Withrow & DeVoe

Street Address: One Indiana Square, Ste 2600

City: Indianapolis State: IN Zip: 46204

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

N/A

DO NOT USE THIS SPACE

9. Signature.

Roberts E. Inveiss
Name of Person Signing

Roberts E. Inveiss
Signature

May 7, 2002
Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

05/23/2002 TDIAZ1 00000097 2320911

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TRADEMARK
REEL: 002512 FRAME: 0440

TRADEMARK ASSIGNMENT

WHEREAS, Qualitron Media, Inc. ("Assignor"), an Indiana corporation, with an address of 25 Executive Drive, Suite A, Lafayette, Indiana 47905, has adopted, used and is using, and is the owner of, the following trademark which is registered in the U.S. Patent and Trademark Office (the "Mark"):

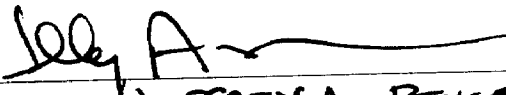
<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
WEEKEND MARKETPLACE	2,320.911	February 22, 2000

WHEREAS, Farm Journal Electronic Media Company, a Delaware corporation ("Assignee"), with an address of 1500 Market Street, Center Square West, Philadelphia, Pennsylvania 19102, is desirous of acquiring the Mark and the registration therefor, together with the goodwill symbolized thereby;

NOW, THEREFORE, for Ten Dollars (\$10) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, sell, transfer and convey unto Assignee all right, title and interest in and to the Mark and the registration therefor, together with the goodwill symbolized thereby; and Assignor does hereby further assign, sell, transfer and convey unto Assignee any and all claims of Assignor for past infringements and any and all causes of action of Assignor with respect to or arising out of the Mark.

IN WITNESS WHEREOF, the undersigned duly authorized officer of Assignor has duly executed this Trademark Assignment for and on behalf of Assignor on the 8th day of April, 2002, to be effective as of the 28th day of February, 2000.

QUALITRON MEDIA, INC.

By: 
Printed: JEFFREY A. PENCE
Title: PRESIDENT, QME

"Assignor"

STATE OF INDIANA)
) SS:
COUNTY OF TIPPECANOE)

Before me, a Notary Public in and for said County and State, personally appeared JEFF TENCE, the PRESIDENT of Qualitron Media, Inc., who acknowledged the execution of the foregoing Trademark Assignment for and on behalf of said corporation, and who, having been duly sworn, stated that any representations therein contained are true.

Witness my hand and Notarial Seal this 8th day of April, 2002.

My commission expires:

11/15/07

Stacy M. Albitz
Notary Public
Printed: Stacy M. Albitz
Resident of Tippecanoe County, Indiana