

Form PTO-1594 (Rev. 06/04)  
OMB Collection 0651-0027 (exp. 6/30/2005)

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

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)/Execution Date(s):**

Farm Journal Electronic Media  
Company

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

Citizenship (see guidelines) \_\_\_\_\_

Execution Date(s) September 21, 2004

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance:**

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

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: BHC Interim Funding II, L.P.

Internal Address: 25th Floor

Street Address: 444 Madison Avenue

City: New York

State: NY

Country: USA Zip: 10022

- Association Citizenship \_\_\_\_\_
- General Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship \_\_\_\_\_
- Other \_\_\_\_\_ Citizenship \_\_\_\_\_

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)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s) \_\_\_\_\_

B. Trademark Registration No.(s) 1,955,853;  
1,435,976; 1,539,691; 2,320,911

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

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

Name: Christopher M. Turk

Internal Address: 9th Floor

Street Address: One Logan Square

City: Philadelphia

State: PA Zip: 19103-6998

Phone Number: (215) 569-5348

Fax Number: (215) 832-5348

Email Address: turk@blankrome.com

**6. Total number of applications and registrations involved:**

4

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 115.00**

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number 02-2555

Authorized User Name Jeremy T. Adler

**9. Signature:**



Signature

09/23/04  
Date

Christopher M. Turk

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 8

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22304-1450

TRADEMARK

CH \$115.00 022555 1955853

**EXECUTION COPY****ASSIGNMENT FOR SECURITY****(TRADEMARKS)**

WHEREAS, Farm Journal Electronic Media Company (the "Assignor") has adopted, used and is using the trademarks and service marks listed on the annexed Schedule 1A, which trademarks and service marks are registered or applied for in the United States Patent and Trademark Office (the "Trademarks");

WHEREAS, the Assignor has entered into a Trademark Security Agreement dated September 21, 2004 (the "Security Agreement") in favor of BHC Interim Funding II, L.P. (the "Lender");

WHEREAS, pursuant to the Security Agreement, the Assignor has granted to the Assignee a lien on and security interest in all right, title and interest of the Assignor in, to and under the Trademarks, together with the good-will of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof (the "Collateral"), to secure the payment, performance and observance of the Obligations (as defined in the Security Agreement);

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Assignor does hereby grant to the Assignee a lien on and security interest in the Collateral to secure the prompt payment, performance and observance of the Obligations.

The Assignor does hereby further acknowledge and affirm that the rights and remedies of the Assignee with respect to the Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be duly executed by its officer thereunto duly authorized as of September 21, 2004.

*Farm Journal Electronic Media Company*

By: 

Name: *Andrew J. Weber*

Title: *Chairman*

*Signature Page to Assignment (Trademarks)*

STATE OF New York )  
 ) ss.:  
 COUNTY OF Nassau )

On this 21 day of September, 2004, before me personally came Andrew J. Weber to me known to be the person who executed the foregoing instrument, and who, being duly sworn by me, did depose and say that he is the Chairman of Fair Personal Electronic Media Company Delaware corporation, and that he executed the foregoing instrument in the firm name of FJEM Co, and that he had authority to sign the same, and he acknowledged to me that he executed the same as the act and deed of said firm for the uses and purposes therein mentioned.

George N. Abrahams  
 Notary Public

GEORGE N. ABRAHAMS  
 Notary Public, State of New York  
 No. 02-4678910  
 Qualified in Nassau County  
 Term Expires March 30, 2005

## EXECUTION COPY

SCHEDULE 1A TO ASSIGNMENT FOR SECURITYREGISTERED TRADEMARKS, SERVICE MARKS

## Farm Journal Electronic Media Company

Trademark	Application/Registration No.
AGDAY	74 572023/1955853
MORNING AGRICULTURE REPORT	73 604472/1435976
AG DAY	73 754023/1539691
WEEKEND MARKETPLACE	75 585680/2320911
AGDAY AGRIBUSINESSINDEX	75 413185/Abandoned
AGDAY AGINDEX	75 413184/Abandoned

TRADEMARK

REEL: 002944 FRAME: 0037



Phone: (215) 569-5348  
 Fax: (215) 832-5348  
 Email: [turk@blankrome.com](mailto:turk@blankrome.com)

September 23, 2004

**VIA FACSIMILE (703) 306-5995**

Mail Stop Assignment Recordation Services  
 Director of the U.S. Patent and Trademark Office  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

Attn: Assignment Branch

Dear Madam:

Enclosed for recordation is a document captioned "Assignment For Security" showing the assignment of the security interest of the following marks from Farm Journal Electronic Media Company ("Assignor"), to BHC Interim Funding II, L.P. ("Assignee").

**U.S. Trademark Registrations**

<u>Trademark</u>	<u>Reg. No.</u>
AGDAY	1,955,853
MORNING AGRICULTURE REPORT	1,435,976
AG DAY	1,539,691
WEEKEND MARKETPLACE	2,320,911

Please charge the \$115.00 due in connection with this filing to our deposit account number 02-2555.

One Logan Square 18th & Cherry Streets Philadelphia, PA 19103-6998  
[www.BlankRome.com](http://www.BlankRome.com)

**TRADEMARK**



Mail Stop Assignment Recordation Services  
September 23, 2004  
Page 2

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Once recordation has been completed, please forward the Notice of Recordation with reel and frame numbers to the undersigned:

Christopher M. Turk, Esquire  
Blank Rome LLP  
One Logan Square  
Philadelphia, PA 19103-6998  
Facsimile: (215) 832-5348

Should any questions arise concerning the recordation of this document, kindly contact the undersigned at (215) 569-5348.

Sincerely yours,

A handwritten signature in black ink, appearing to read "CMT", written over a horizontal line.

CHRISTOPHER M. TURK

CMT/jta  
Enclosures  
cc: Pauline Edelmann, Esquire



## FAX TRANSMITTAL FORM

Date: September 23, 2004

	TO:	FIRM:	FAX NO.:	CONFIRMATION NO.:
1.	Mail Stop Assignment Recordation Services	Director of the U.S. Patent and Trademark Office	(703) 306-5995	

<b>From:</b>	Christopher M. Turk
<b>Phone:</b>	(215) 569-5348
<b>Fax:</b>	(215) 832-5348
<b>Email:</b>	turk@blankrome.com
<b>Atty No.:</b>	2103

<b># of Pages:</b> (include cover)	8
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<b>Client/Matter #:</b>	121529-01008
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ORIGINAL:		WHEN COMPLETED:	
Will Follow:		Call For Pickup:	
Will Not Follow:	x	Send Interoffice:	

### COVER MESSAGE:

### CONFIDENTIALITY NOTE:

The documents accompanying this fax transmission contain information, which may be confidential and/or legally privileged, from the law firm of Blank Rome LLP. The information is intended only for the use of the individual or entity named on this transmission sheet. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution or the taking of any action in reliance on the contents of this faxed information is strictly prohibited, and that the documents should be returned to this firm immediately. If you have received this in error, please notify us by telephone immediately at the number listed above, collect, so that we may arrange for the return of the original documents to us at no cost to you. The unauthorized disclosure, use, or publication of confidential or privileged information inadvertently transmitted to you may result in criminal and/or civil liability.

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One Logan Square 18th & Cherry Streets Philadelphia, PA 19103  
215.569.5500 Fax: 215.569.5555

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