

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, Inc.

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

Citizenship (see guidelines) _____

Execution Date(s) September 21, 2004

Additional names of conveying parties attached? Yes No

3. Nature of conveyance:

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

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)
76/572,342; 75/488,030

B. Trademark Registration No.(s) 2,330,076
2,262,625; 2,211,604

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, Esquire

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:

54

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 1365.00

- 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:

20

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

CH \$1365.00 022555 76672342

FORM PTO-1618B
Expires 06/30/89
OMB 0651-0027

Page 2

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

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"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

1,574,001	2,184,997	0,985,220
2,877,458	1,667,098	2,491,088
2,491,087	2,502,402	1,662,878

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.

Christopher M. Turk
Name of Person Signing


Signature

9/23/04
Date Signed

FORM PTO-1618B
Expires 06/30/99
OMB 0651-0027

Page 2

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Trademark Application Number(s)

Registration Number(s)

1,455,314 1,363,337 1,310,344
1,529,065 1,455,313 1,141,764
1,051,025 2,262,625 2,211,604

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Christopher M. Turk

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FORM PTO-1618B
Expires 08/30/99
OMB 0651-0027

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Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

2,330,076	0,792,961	<input type="text"/>
2,758,222	2,715,690	2,648,550
2,226,922	2,226,923	2,315,616

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Christopher M. Turk

Name of Person Signing

Signature

9/23/04

Date Signed

FORM PTO-1618B
Expires 06/30/99
OMB 0851-3027

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<input type="text"/>	<input type="text"/>	<input type="text"/>

2,214,665	2,200,798	2,241,369
1,544,030	1,533,775	1,479,593
1,476,844	2,229,716	2,188,633

Number of Properties Enter the total number of properties involved.

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Fee Amount Fee Amount for Properties Listed (37 CFR 3.41):

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Christopher M. Turk

2/23/04

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FORM PTO-1618B
Expires 05/30/99
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Trademark Application Number(s)

Registration Number(s)

1,533,776 1,505,860 1,476,845
1,467,324 1,438,016 1,087,723
1,055,744 0,879,118 0,827,389

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9/23/04

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Trademark Application Number(s)

Registration Number(s)

0,792,956 0,775,394 0,513,620
2,172,913 2,172,912

Number of Properties

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Christopher M. Turk

9/23/04

Name of Person Signing

Signature

Date Signed

TRADEMARK

REEL: 002944 FRAME: 0105

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

WHEREAS, Farm Journal, Inc. (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, INC.

By: 

Name: Andrew J. Weber

Title: Chief Executive Officer and President

Signature Page to Assignment (Trademarks)

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

On this 21st day of September, 2004, before me personally came Andou Adonis, 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/CEO of Farm Journal, Inc., a Pennsylvanian corporation, and that he executed the foregoing instrument in the firm name of Farm Journal, Inc., 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, Inc. as successor in interest to Professional Farmers of America, Inc.

Trademark	Application/Registration No.
AGCAST NETWORK	75 2039989/2330076
CATTLECAST	75 468614/Abandoned
THE PRECISION INFORMATION NETWORK	75 445725/2262625
AGCAST	75 203997/2211604
FUTURELINK	75 029026/2030000
AGS AMERICAN GRAPHICS SERVICE	531469 Renewed
MISCELLANEOUS DESIGN	73 790489/1574001
PROFIT ALERT	74 625562/1973682
THE BARBED WIRE	75 239891/2184997
COUNTRY VENTURES	75 028966/Abandoned
COUNTRY SIDELINES	74 706020/Abandoned
PROFESSIONAL FARMERS OF AMERICA	72 449836/985220
HOT TRADES	78 272291/Published
LANDOWNER	76 572342/Pending -- Initialized
WASHINGTON WATCH	74 125507/1763310
PRO FARMER TODAY	74 122630/1667098
INSIDE WASHINGTON TODAY	78 143356/Abandoned
SENIOR CONNECTION	78 143415/Abandoned

TRADEMARK

EXECUTION COPY

Trademark	Application/Registration No.
PRO FARMER SENIOR CONNECTION	78 143441/Abandoned
PFAX	74 150509/1746583
COUNTRY VENTURES	75 804038/Abandoned
FUTURELINK PRO	75 722039/Abandoned
NEIGHBORLINK	75 564762/Abandoned
FARMLAND TODAY	75 544873/Abandoned
LEADING EDGE	75 536780/2491088
PRO FARMER LEADING EDGE	75 536779/2491087
PRO FARMER LEADING EDGE	75 536778/2502402
FIRST THING TODAY	74 122606/1662878
PORKPRO NEWSLETTER	73 645944/1455314
PROFIT ALERT	73 530339/1363337
INSTANT UPDATE	73 335861/1310344
PORK PRO	73 092630/1064448
CORNPRO	73 019870/1007875
MISCELLANEOUS DESIGN	73 790687/1571403
GLOBALINK	73 739106/1529065
PORKPRO	73 645943/1455313
LANDOWNER	73 361982/1242064
PRO FARMER	73 197441/1141764
PROFESSIONAL FARMERS OF AMERICA	73 033546/1051025
MISCELLANEOUS DESIGN	72 449837/979668

TRADEMARK

REEL: 002944 FRAME: 0110

EXECUTION COPY

Trademark	Application/Registration No.
AMERICAN GRAPHICS SERVICE	Internal No. 69767 Not Renewed
LANDOWNER	Internal No. 543774 Renewed

Farm Journal, Inc.

Trademark	Application/Registration No.
CATTLECAST	75 468614/Abandoned
THE PRECISION INFORMATION NETWORK	75 445725/2262625
AGCAST	75 203997/2211604
AGCAST NETWORK	75 203998/2330076
BEEF EXTRA	72 207876/792961
AGDAY	74 572023/1955853
BEEFNET	75 488030/Pending -- Suspended
CROP TOUR	76 495828/Abandoned
ELITE PRODUCER	76 391922/2758222
FARMARKETING SERVICES	73 297068/1206850
MONDAY MORNING MEMO	73 289168/1189289
PIG TALES	73 250116/1175581
LIVESTOCK EXTRA	73 189672/1130603
FARMAIL	76 435984/2715690
IN THE COUNTRY	76 232884/2648550
HOGNET	75 488031/2226923
DAIRYNET	75 487554/2226922
GLOBAL AGRIBUSINESS	75 483493/Abandoned

TRADEMARK

REEL: 002944 FRAME: 0111

EXECUTION COPY

Trademark	Application/Registration No.
MARKETING STRATEGIST	75 483410/Abandoned
I SOLD THE BEST	75 483409/2315616
PROFIT EDGE	75 407710/2214665
PROFIT EDGE	75 407620/2200798
COUNTRY KIDS	75 371186/2241369
FARM JOURNAL INTERNATIONAL	75 368694/Abandoned
AGFINDER	75 290597/Abandoned
FARMCAST	75 276267/Abandoned
WHEAT MARKET PERSPECTIVE	73 786742/1586300
CROP PROFIT STRATEGIES	73 727316/1517985
WHEAT TODAY	73 715988/1544030
CORN TODAY	73 712283/1533775
DAIRY TODAY	73 672142/1479593
BEEF TODAY	73 672140/1476844
HOGS TODAY	73 614382/1457826
COTTON EXTRA	73 157329/1130602
PRICECAST	72 395005/937625
FARMCAST	71 645405/583977
OUTDOORS TODAY	75 329834/2229716
FORAGE TODAY	75 289887/2188633
PIG'N PORK 2000	74 716320/1984876
COTTON MARKET PERSPECTIVE	73 789696/1586302
FARMARKETING SERVICES	73 720797/1527303

TRADEMARK

EXECUTION COPY

Trademark	Application/Registration No.
SOYBEANS TODAY	73 712292/1533776
COTTON TODAY	73 709118/1505860
HOGS TODAY	73 672141/1476845
PIG TALES	73 659699/1467324
FARM JOURNAL ON THE GO	73 629870/1456273
TOP PRODUCER	73 621979/1438016
DAIRY TODAY	73 614381/1457825
BEEF TODAY	73 614375/1454756
MAILBOX SHOPPING	73 118753/1087723
AGPULSE	73 085235/1055744
COUNTRYSIDE LIVING	73 002751/997980
ADA THE AYRSHIRE	72 321861/879118
FARMAIL	72 319152/888036
THE MAGAZINE OF AMERICAN AGRICULTURE	72 231086/827389
DAIRY EXTRA	72 203078/792956
THE COUNTRYSIDE PRESS	72 180570/775394
HOG EXTRA	72 136970/740937
FARM JOURNAL	71 530488/513620
ANIMAL FUNNIES	Internal No. 72829 Expired
A GOOD LIFE AS WELL AS A GOOD LIVING	Internal No. 627256 Expired
MAILBOX SHOPPING FARM JOURNAL	Internal No. 563047 Expired
BEEF EXTRA FARM JOURNAL	Internal No. 528939 Expired

TRADEMARK

REEL: 002944 FRAME: 0113

EXECUTION COPY

Trademark	Application/Registration No.
DEAR POLLY FARM JOURNAL	Internal No. 508500 Expired
DAIRY EXTRA FARM JOURNAL	Internal No. 504938 Expired
FARM JOURNAL	Internal No. 451218 Expired
MORNING AGRICULTURE REPORT	73 604472/1435976
AG DAY	73 754023/1539691
WEEKEND MARKETPLACE	75 5855680/2320911
AGDAY AGRIBUSINESSINDEX	75 413185/Abandoned
AGDAY AGINDEX	75 413184/Abandoned

Farm Journal, Inc. as successor in interest to Professional Market Management, Inc.

Trademark	Application/Registration No.
PROFESSIONAL MARKET MANAGEMENT, INC.	75 083621/2113154
CASHMASTER	75 083620/2102231
PMM	75 309398/2172913
MISCELLANEOUS DESIGN	75 309391/217912

TRADEMARK