

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Professional Farmers of America, Inc.		09/15/2004	CORPORATION: IOWA

RECEIVING PARTY DATA	
Name:	Farm Journal, Inc.
Street Address:	1818 Market Street
Internal Address:	31st Floor
City:	Philadelphia
State/Country:	PENNSYLVANIA
Postal Code:	19103
Entity Type:	CORPORATION: PENNSYLVANIA

PROPERTY NUMBERS Total: 22

Property Type	Number	Word Mark
Registration Number:	2330076	AGCAST NETWORK
Registration Number:	2262625	THE PRECISION INFORMATION NETWORK
Registration Number:	2211604	AGCAST
Registration Number:	2184997	THE BARBED WIRE
Registration Number:	985220	PROFESSIONAL FARMERS OF AMERICA
Registration Number:	1667098	PRO FARMER TODAY
Registration Number:	2491088	LEADING EDGE
Registration Number:	2491087	PRO FARMER LEADING EDGE
Registration Number:	2502402	PRO FARMER LEADING EDGE
Registration Number:	1662878	FIRST THING TODAY
Registration Number:	1455314	PORKPRO NEWSLETTER
Registration Number:	1363337	PROFIT ALERT
Registration Number:	1310344	INSTANT UPDATE
Registration Number:	1529065	GLOBALINK

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Registration Number:	1455313	PORKPRO
Registration Number:	1141764	PRO FARMER
Registration Number:	1051025	PROFESSIONAL FARMERS OF AMERICA
Registration Number:	1274167	PROFESSIONAL FARM SOFTWARE FS
Registration Number:	1130860	CORN PRO
Serial Number:	78272291	HOT TRADES
Serial Number:	76572342	LANDOWNER
Registration Number:	1574001	

CORRESPONDENCE DATA

Fax Number: (215)564-8120
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (215) 564-8194
Email: kgibson@stradley.com
Correspondent Name: Jason R. Jones, Esquire
Address Line 1: 2600 One Commerce Square
Address Line 2: Stradley Ronon Stevens & Young, LLP
Address Line 4: Philadelphia, PENNSYLVANIA 19103-7098

ATTORNEY DOCKET NUMBER:	119700-0043
NAME OF SUBMITTER:	Kyle Gibson

Total Attachments: 3
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TRADEMARK ASSIGNMENT

WHEREAS, Professional Farmers of America, Inc., an Iowa corporation (“Assignor”), is the record owner of the trademarks set forth on Exhibit A attached hereto (the “Trademark Rights”);

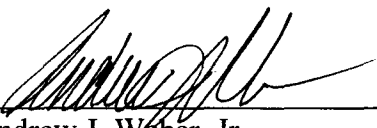
WHEREAS, Assignor was administratively dissolved by the Secretary of State of the State of Iowa on August 5, 2002;

WHEREAS, the Board of Directors and sole shareholder of Assignor adopted a Plan of Liquidation pursuant to which all assets (including the Trademark Rights) of Assignor shall be distributed to Farm Journal, Inc. (the “Parent”), a Pennsylvania corporation and the sole shareholder of Assignor, after provisions for all debts and other reserves as may be deemed necessary or appropriate by the Board of Directors of Assignor.

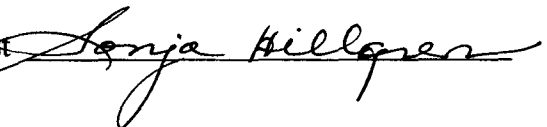
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers and sets over to the Parent the entire right, title and interest for the territory of the United States of America and all foreign countries in and to the Trademark Rights, together with the goodwill of the business symbolized by the Trademark Rights, together with all claims for damage by reason of past infringement of said trademarks, including the right to sue for and collect the same for its own use and on behalf of and for its successors and assigns.

IN WITNESS WHEREOF, the undersigned intending to be legally bound has executed this Trademark Assignment on the date first written below.

PROFESSIONAL FARMERS OF
AMERICA, INC.

By: 

Andrew J. Weber, Jr.
Chairman and Chief Executive Officer

Attest 

Date: September 15, 2004

EXHIBIT A

Professional Farmers of America, Inc.

Trademark	Application/Registration No.
AGCAST NETWORK	75 2039989/2330076
THE PRECISION INFORMATION NETWORK	75 445725/2262625
AGCAST	75 203997/2211604
MISCELLANEOUS DESIGN	73 790489/1574001
THE BARBED WIRE	75 239891/2184997
PROFESSIONAL FARMERS OF AMERICA	72 449836/985220
HOT TRADES	78 272291/Published
LANDOWNER	76 572342/Pending – Initialized
PRO FARMER TODAY	74 122630/1667098
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
GLOBALINK	73 739106/1529065
PORKPRO	73 645943/1455313
PRO FARMER	73 197441/1141764
PROFESSIONAL FARMERS OF AMERICA	73 033546/1051025

Trademark	Application/Registration No.
PROFESSIONAL FARM SOFTWARE FS	73 385137/1274167
CORN PRO	73 197479/1130860
PRO FARMER CANADA	TMA504673 (Canada)