

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
Adams/Green Industry Publishing, Inc.		05/23/2002	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	MCA Communications, LLC
Street Address:	420 S. Palm Canyon Drive
Internal Address:	2nd Floor
City:	Palm Springs
State/Country:	CALIFORNIA
Postal Code:	92262
Entity Type:	limited liability company: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	2439777	CALIFORNIA FAIRWAYS
Registration Number:	2247478	IRRIGATION JOURNAL
Registration Number:	2245778	LANDSCAPE & IRRIGATION
Registration Number:	2222805	SPORTSTURF
Registration Number:	2242681	OUTDOOR POWER EQUIPMENT
Registration Number:	2322962	OPE
Registration Number:	2225855	ARBOR AGE
Registration Number:	2784678	GOLFSCAPE RESOURCES

CORRESPONDENCE DATA

Fax Number: (312)616-5700
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312-616-5652
 Email: lsullivan@leydig.com
 Correspondent Name: Leydig Voit & Mayer, Ltd.

CH \$215.00 2439777

Address Line 1: Two Prudential Plaza, 180 N. Stetson
Address Line 2: Suite 4900
Address Line 4: Chicago, ILLINOIS 60601-6780

ATTORNEY DOCKET NUMBER:

231463

NAME OF SUBMITTER:

Lynn A. Sullivan

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

WHEREAS, **Adams/Green Industry Publishing, Inc.** (Assignor), a Delaware corporation, having its principal offices at 68-860 Perez Road, Cathedral City, CA 92334 has adopted, used, is using and is the owner of the trademarks listed on Schedule A, registered in the United States Patent and Trademark Office:

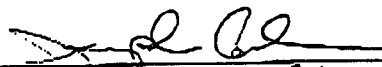
WHEREAS, **MCA Communications, LLC** (Assignee), a Delaware limited liability company, having its principal place of business at 420 S. Palm Canyon Drive, 2nd Floor, Palm Springs, CA 92262 is desirous of acquiring said marks;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said marks, together with the goodwill of the business symbolized by said marks and registrations thereof, and including all common-law and other rights in said marks, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said marks prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment *nunc pro tunc* to take effect on the 23th day of May 2002.

Adams/Green Industry Publishing, Inc.

By:
Title:



Joseph Cohen
CFO

SCHEDULE A

CALIFORNIA FAIRWAYS	REG. NO. 2439777
IRRIGATION JOURNAL	REG. NO. 2247478
LANDSCAPE & IRRIGATION	REG. NO. 2245778
SPORTSTURF	REG. NO. 2222805
OUTDOOR POWER EQUIPMENT	REG. NO. 2242681
OPE	REG. NO. 2322962
ARBOR AGE	REG. NO. 2225855
GOLFSCAPE RESOURCES	REG. NO. 2784678