

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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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 Market Management, 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: 2		
Property Type	Number	Word Mark
Registration Number:	2172913	PMM
Registration Number:	2172912	

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

ATTORNEY DOCKET NUMBER:	119700-0043
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NAME OF SUBMITTER:	Kyle Gibson
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Total Attachments: 2	<b>TRADEMARK</b>
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**TRADEMARK ASSIGNMENT**

WHEREAS, Professional Market Management, 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;

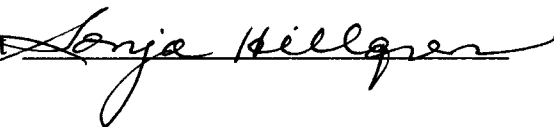
WHEREAS, the Board of Directors and sole shareholder of Assignor adopted a Plan of Liquidation pursuant to which all assets (including the Trademark Rights) of Assignor shall be distributed to Farm Journal, Inc. (the “Parent”), a Pennsylvania corporation and the sole shareholder of Assignor, after provisions 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 MARKET  
MANAGEMENT, INC.

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

Attest 

Date: September 15, 2004

**EXHIBIT A**

<b>Trademark</b>	<b>Application/Registration No.</b>
PMM	75 309398/2172913
MISCELLANEOUS DESIGN	75 309391/2172912