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ocket No. 22379.0000.0032

TRADEMARK RECORDATION FORM COVER SHEET									
TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).									
Submission Type	Conveyance Type								
New 5\\U\	☐ Assignment ☐ License								
Resubmission (Non-Recordation)  Document ID #	☐ Security Agreement ☐ Nunc Pro Tunc Assignment Effective Date								
Correction of PTO Error	☐ Merger Month Day Year <b>06 25 2000</b>								
Reel # Frame #	☐ Change of Name								
Corrective Document Reel # Frame #	Other								
Conveying Party  Mark if additional names of conveying parties attached  Execution Date  Month Day Year 03/02/2004									
Name Johnson Hill Press, Inc.									
Formerly  Individual General Partnership Limited Partnership Corporation Association  Other  Citizenship/State of Incorporation/Organization Delaware									
N O D I A Malia Inc	ditional names of receiving parties attached								
Composed of									
Address (line 1) 1233 Janesville Avenue									
Address (line 2)									
Address (line 3) Fort Atkinson City	Wisconsin         53538           State/Country         Zip Code								
☐ Individual ☐ General Partnership	Limited Partnership  If document to be recorded is an assignment and the receiving party								
	is not domiciled in the United States, an appointment of a domestic								
☐ Other	representative should be attached. (Designation must be a separate document from Assignment.)								
☐ Citizenship/State of Incorporation/Organization Delaware									
FOR OFFICE USE ONLY									
3/2004 GTON11 00000089 191565 127305 C:8521 40.00 DA									

Mail documents to be recorded with required cover sheet(s) information to: Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

> TRADEMARK REEL: 002968 FRAME: 0594

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## U.S. PATENT AND TRADEMARK OFFICE

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Address (line 3)							
Address (line 4)							
Corresponde	nt Name and Address Area Code and Telephone Number	202.6	63.8000				
Name	Kathy J. McKnight						
Address (line 1)	ShawPittman LLP						
Address (line 2)	2300 N. Street, NW						
Address (line 3)	Washington, D.C. 20037-1128						
Address (line 4)							
Pages Enter the total number of pages of the attached conveyance document # 1 including any attachments.  Trademark Application Number(s) or Registration Number(s)							
	emark Application Number(s) Registration I						
			, -,				
Number of Pr	operties Enter the total number of properties involved.	#_1	4.11				
Fee Amount	Fee Amount for Properties Listed (37 CFR 3.41):	\$ 40					
Method of Pa	yment: Enclosed 🗌 Deposit Account 🖂						
Deposit Acco (Enter for payme	unt ent by deposit account or if additional fees can be charged to the account.) Deposit Account Number:	# <u>19-</u>	1565				
	Authorization to charge additional fees:	Υ	es □ No ⊠				
Statement an	d Signature						
To the be copy is a herein.	est of my knowledge and belief, the foregoing information is true and correct a true copy of the original document. Charges to deposit account are authorize	end any ed, as in	attached ndicated				
	J. McKnight  Person Signing  Signature	<u>m</u>	Cur 10, 2001				

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TRADEMARK REEL: 002968 FRAME: 0595

## ASSIGNMENT

WHEREAS, JOHNSON HILL PRESS, INC., a corporation of Delaware, having an address of 1233 Janesville Avenue, Fort Atkinson, Wisconsin 53538 (hereinafter "JOHNSON") adopted and used the service mark FARMFEST for organizing and conducting farm trade shows, and is the record owner of United States Federal Registration No. 1,273,051 of said mark.

WHEREAS, CYGNUS BUSINESS MEDIA, INC., a corporation of Delaware, having an address of 1233 Janesville Avenue, Fort Atkinson, Wisconsin 53538 (hereinafter "CYGNUS") has acquired all rights, title and interest in and to the mark FARMFEST, the goodwill symbolized thereby, and United States Registration No. 1,273,051, and is desirous of making said acquisition of record.

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, JOHNSON confirms that it has sold, assigned, transferred and conveyed and does hereby sell, assign, transfer and convey to CYGNUS all rights, title and interest in and to the mark FARMFEST, the goodwill symbolized thereby and the United States Registration thereof, *nunc pro tunc* as of at least as early as June 23, 2000.

				JOHNSON  By:  Title:	Judy VPHan	Heide	brade sources	
FATE OF WISCONSII		) : )	ss:-					
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My commission expires: Q = 2 - 07