

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Farm Journal Electronic Media Company		04/14/2005	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Farm Journal, Inc.		
<b>Street Address:</b>	1818 Market Street		
<b>City:</b>	Philadelphia		
<b>State/Country:</b>	PENNSYLVANIA		
<b>Postal Code:</b>	19103		
<b>Entity Type:</b>	CORPORATION: PENNSYLVANIA		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1955853	AGDAY	
Registration Number:	1539691	AG DAY	
Registration Number:	1435976	MORNING AGRICULTURE REPORT	
Registration Number:	2320911	WEEKEND MARKETPLACE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(215)564-8120		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	215-564-8194		
<b>Email:</b>	kgibson@stradley.com		
<b>Correspondent Name:</b>	Jason R. Jones, Esquire		
<b>Address Line 1:</b>	2600 One Commerce Square		
<b>Address Line 2:</b>	Stradely Ronon Stevens & Young, LLP		
<b>Address Line 4:</b>	Philadelphia, PENNSYLVANIA 19103-7098		
<b>NAME OF SUBMITTER:</b>	Jason R. Jones, Esquire		

CH \$115.00 1955853

Signature:

/jrj/

Date:

04/21/2005

Total Attachments: 2

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**TRADEMARK ASSIGNMENT**


WHEREAS, Farm Journal Electronic Media Company, a Delaware corporation (“Assignor”), is the record owner of the trademarks set forth on Exhibit A attached hereto (the “Trademark Rights”);

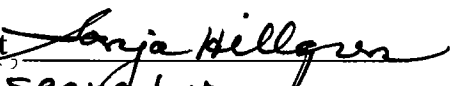
WHEREAS, the Board of Directors and sole shareholder of Assignor adopted a Plan of Liquidation pursuant to which all assets (including the Trademark Rights) of Assignor shall be distributed to Farm Journal, Inc. (the “Parent”), a Pennsylvania corporation and the sole shareholder of Assignor, after provisions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

FARM JOURNAL ELECTRONIC MEDIA  
COMPANY

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

Attest   
Secretary

Date: April 14, 2005

**EXHIBIT A**

<b>Trademark</b>	<b>Application/Registration No.</b>
AgDay (and design)	1,955,853
AgDay	1,539,691
Morning Agriculture Report	1,435,976
Weekend Marketplace	2,320,911