U.S. PATE



22379.0000.0033 Docket No.

6/7/09	PILLSBURY TRADEMARK REC	103019337.	Docket No. 22379.0000.0033		
TO: The Comm	nissioner of Patents and Trademarks:	Please record the attached origin	nal document(s) or copy(ies).		
Document II	(Non-Recordation)	Conveyance Type Assignment Security Agreement Merger	Effective Date Month Day Year		
Correction of I Reel # Corrective Do	Frame #	☐ Change of Name	06/23/2000		
Conveying Party Mark if additional names of conveying parties attached Month Day Year 06/01/2005 Name Johnson Hill Press, Inc.					
Formerly	,				
☐ Individual ☐ General Partnership ☐ Limited Partnership ☐ Corporation ☐ Association ☐ Other ☐ Citizenship/State of Incorporation/Organization Delaware					
Receiving Party Mark if additional names of receiving parties attached Name Cygnus Business Media, Inc. DBA/AKA/TA					
Composed of _	1233 Janesville Avenue				
Address (line 3)	Fort Atkinson	Wisconsin	53538		
☐ Individual ☐ Corporation ☐ Other	City General Partnership Association	State/Country Limited Partnership	Zip Code If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate		
Citizenship/State of Incorporation/Organization Delaware P9/2005 ECDOPER 00000127 191565 2205510 FOR OFFICE USE ONLY FC: 8021 40.00 MA					

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

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U.S. PATENT AND TRADEMARK OFFICE

	D 0	Docket No.	22379.0000.0033		
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Domestic Representative Name and Address Enter for the first Receiving Party only.					
Name			····		
Address (line 1)			· · · · · · · · · · · · · · · · · · ·		
Address (line 2)					
Address (line 3)		 			
Address (line 4)					
Correspondent Name and Address Area Code and Telephone Number 202.663.8000					
Name	Kathy J. McKnight		·		
Address (line 1)	Pillsbury Winthrop Shaw Pittman 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 A	pplication Number(s) or Registration Number(s) 🔲 Mari	k if additional	numbers attached		
Enter either th	e Trademark Application Number <u>or</u> the Registration Number (DO NOT ENTER BOTH	numbers for the	e same property).		
Trad	emark Application Number(s) Registrat	ion Number(s)		
	2205510				
					
					
Number of Pr	roperties Enter the total number of properties involved.	# 1			
Fee Amount	Fee Amount for Properties Listed (37 CFR 3.41):	\$ 40			
Method of Pa	ayment: Enclosed 🗌 Deposit Account 🖂				
Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.) Deposit Account Number: # 19-1565			565		
	Authorization to charge additional fees:	Ye	s 🗌 No 🛭		
Statement and Signature					
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.					
Kathy	J. McKnight Kather McKnight	On a	, H 2005		
·	Person Signing Signature	- Zicx	Date Signed		

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TRADEMARK REEL: 003178 FRAME: 0727

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 trademark DAKOTAFEST for organizing and conducting farm trade shows and is the record owner of United States Federal Registration No. 2,205,510 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 DAKOTAFEST, the goodwill symbolized thereby, and United States Registration No. 2,205,510, 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 DAKOTAFEST, the goodwill symbolized thereby and the United States Registration thereof, *nunc pro tunc* as of at least as early as June 23, 2000.

	JOHNSON HILL PRESS, INC. By: Ludy Herd Sulf Title: VP-Human Lesource
STATE OF WISCONSIN) : s COUNTY OF JEFFERSON)	s:-
Signed before me this	day of
	Vicki Johnader Notary Public
SEAL	My commission expires: $9-2-07$

TRADEMARK
RECORDED: 06/07/2005 REEL: 003178 FRAME: 0728