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TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name:		Formerly	
Doane, L.L.C.			
Execution Date:		Entity Type	
10/07/2005		LIMITED LIABILITY COMPANY: MISSOURI	
RECEIVING PARTY DATA			
Name:		Vance Media Corporation	
Street Address:		400 Knightsbridge Parkway	
City:		Lincolnshire	
State/Country:		ILLINOIS	
Postal Code:		60069	
Entity Type:		CORPORATION: NEW YORK	
PROPERTY NUMBERS Total: 25			
Property Type	Number	Word Mark	
Registration Number:	2241409	AG LENDER	
Registration Number:	2953208	AG PROFESSIONAL	
Registration Number:	2707137	AG RETAILER	
Registration Number:	1385097	AGCHEK	
Serial Number:	78348503	AGLINE	
Registration Number:	2620236	AGRETAILER.COM	
Serial Number:	78368013	AGRI FINANCE	
Registration Number:	1267899	AGRI MARKETING	
Registration Number:	1928664	AGRITALK	
Registration Number:	1372453	AGSERV	
Registration Number:	2217994	CROP DECISIONS	
Registration Number:	2648424	CROPDECISION.COM	
Registration Number:	1647253	DOANE	

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Registration Number	2665482	DOANE
Registration Number	993076	D DOANE
Registration Number	1646665	DOANE'S
Registration Number	772881	DOANE'S AGRICULTURAL REPORT
Registration Number:	2645292	EDOANE
Registration Number:	603635	FARMING FOR PROFIT
Registration Number:	1118223	MARKET WATCH
Registration Number:	2544017	MONEY MATTERS
Registration Number :	931777	PROFITAB
Registration Number :	2768559	THE BOTTOMLINE REPORTS
Registration Number:	2554851	WISHING YOU A PROFITABLE DAY
Registration Number:	2815026	YIELD

CORRESPONDENCE DATA

Fax Number: (312)201-2555
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312-201-2684
 Email: arado@wldmanharold.com
 Correspondent Name: John J. Arado
 Address Line 1: 225 West Wacker Drive
 Address Line 2: Suite 2900
 Address Line 4: Chicago, ILLINOIS 60606

NAME OF SUBMITTER:	John J. Arado
Signature:	/s/
Date:	10/14/2005

Total Attachments: 11
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made as of October 7, 2005, from DOANE, L.L.C, a Missouri limited liability company, with its principal place of business at 11701 Borman Drive, #300, St. Louis, MO 63146-4193 ("Assignor") to VANCE MEDIA CORPORATION, a New York corporation, with its principal place of business at 400 Knightsbridge Parkway, Lincolnshire, Illinois 60069 ("Assignee").

WHEREAS, Assignor, Agritalk Broadcasting LLC and Assignee entered into an Asset Purchase Agreement dated September 22, 2005 ("Purchase Agreement"), in accordance with which Assignor's business and related assets, including trademarks, tradenames, logos and service marks, are to be transferred from Assignor to Assignee; and

WHEREAS, Assignor is the sole owner of all right, title and interest in and to the following trademarks now registered in the United States Patent and Trademark Office or the Canadian Intellectual Property Office, used in connection with Assignor's assets to be acquired by Assignee pursuant to the Purchase Agreement, including without limitation those identified on Schedule A attached hereto (collectively, the "Marks"), the goodwill associated therewith, and registration and applications therefor; and

WHEREAS, Assignor wishes to assign, and Assignee wishes to acquire, all of Assignor's right, title and interest in and to the Marks, together with the goodwill associated therewith and the registrations and applications therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all of its right, title and interest in and to the Marks, including without limitation those identified on Schedule A attached hereto, together with the goodwill associated therewith and the registrations and applications therefor. Assignor agrees to execute any additional documentation reasonably required to effectuate this Trademark Assignment.

[THE REMAINDER OF THIS PAGE LEFT BLANK INTENTIONALLY]

Signed at StL, MO this 4 day of October 2005.

"Assignor"
Doane, L.L.C.

By: Doane Agricultural Services Company

By: Lynn Henderson
Name: Lynn Henderson
Title: CEO

State of Missouri
SS:
County of St. Louis

On this 4th day of October, 2005, personally appeared Lynn Henderson to me known and known to me to be President of Doane Agricultural Services Company, the Class A Member of the assignor above named, and acknowledged that he executed the foregoing Assignment on behalf of said assignor and pursuant to authority duly received.

Marilyn A. Janowski
Notary Public

My commission expires:



MARILYN A. JANOWSKI
St. Charles County
My Commission Expires
April 15, 2008

SCHEDULE A

AG OWNER	2,741,400	16 - Periodic publications, namely, newsletters in the field of Agriculture.	Registered, April 20, 1999	Renewal (Combined Section 8 & 9) due April 20, 2009
AG PROFESSIONAL	2,953,208	16 - Magazine providing information in the field of agriculture	Registered, May 17, 2005	Combined Declaration of Use and Incontestability due May 17, 2011
AG RETAILER	2,707,137	16 - Magazines in the field of agriculture	Registered, April 15, 2003	Combined Declaration of Use and Incontestability due April 15, 2009
AG CHEK	1,385,097	9 - computer programs pre-recorded on information storage media	Registered, March 4, 1986	Renewal (Combined Section 8 & 9) due March 4, 2006
AG LINE	787,346,503	35 - research and advisory services; agricultural market and financial analysis	Pending, filed December 30, 2003	Final Office Action received, currently working on resolution; deadline for response December 22, 2005

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AGRETAILER.COM	2,620,236	36 - Providing financial information in the field of agriculture, commodity market analysis, weather and price forecasting via the Internet	Registered, September 17, 2002	Combined Declaration of Use and Incontestability due September 17, 2008
AGRI FINANCE	78368,013	16 - periodic publication in the nature of a business magazine dealing with financial management for agriculture	Pending, filed February 13, 2004	Office Action received, currently working on resolution; deadline for response October 8, 2005
AGRI MARKETING	1,267,899	16 - periodical publication in the nature of a business magazine dealing with the sale of agricultural products	Registered, February 21, 1984	Renewal (Combined Section 8 & 9) due February 21, 2014
AGRITALK & DESIGN 	1,928,664	41 - radio programming in the nature of programs which feature discussions on agricultural issues	Registered, October 17, 1995; Petition to Amend Registration to block letter submitted August 2, 2005	Renewal (Combined Section 8 & 9) due October 17, 2005
AGSERV	1,372,453	16 - periodically published reports concerning agricultural and economic information and forecasting 42 - consulting services in the fields of agricultural meteorology, agronomy and crop science and providing access to a database in the agricultural field	Registered, November 26, 1985; renewed in April 2005	Renewal (Combined Section 8 & 9) due November 26, 2015
CROP DECISIONS (Supplemental Register)	2,217,994	16 - periodic publications, namely, magazines in the field of agriculture	Registered, January 12, 1999	Sect. 8 was due 1/12/2005 Sect. 8 & 9 due 1/12/2009
CROPDECISION.COM	2,648,424	36 - Providing financial information in the field of agriculture, commodity market analysis, weather and price forecasting via the Internet	Registered, November 12, 2002	Combined Declaration of Use and Incontestability due November 12, 2008


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<p>DOANE</p>	<p>L.647.253</p>	<p>9 - computer programs and user manuals marketed as a unit for use in the fields of farming, ranching, agribusiness, landscaping, horticulture, accounting, payroll, equipment maintenance, and agriculture in production management and marketing 16 - publications, namely, newsletters, pamphlets, brochures, booklets, books, directories and manuals devoted to the fields of farming, ranching, agribusiness, landscaping, and horticulture; to production, management and marketing of agricultural products; and to applications of accounting and computers to the foregoing fields 41 - seminar services relating to management and operation of farms, ranches, agribusinesses</p>	<p>Registered, June 11, 1991; Renewal filed September 19, 2001</p> <p>Renewal (Combined Section 8 & 9) due June 11, 2011</p>
<p>DOANE & LEAF DESIGN </p>	<p>2,665.482</p>	<p>35 - conducting market research covering agricultural products; professional farm and ranch management; arranging and conducting livestock auctions; retail consignment of livestock 36 - providing financial information in the field of agriculture, agricultural news, commodity market analysis, weather and price forecasting via the Internet; real estate appraisals; real estate appraisals for insurance claims of personal property, namely livestock, crops, and other real property; real estate listing.</p>	<p>Registered, December 24, 2002</p> <p>Combined Declaration of Use and Incontestability due December 24, 2008</p>

<p>DOANE AND DESIGN</p>  <p>DOANE SYSTEM AND DESIGN</p> 	<p>993.076</p> <p>1.876.381</p>	<p>41 - entertainment services in the nature of on-going radio programs in the field of agricultural business news, namely strategies of borrowing and leasing, interest rate changes, commodity pricing plans, agribusiness stock, farmland values, the effect of inflation or deflation, and in the field of agriculture, namely, agricultural news, commodity market analysis, and price forecast information.</p> <p>42 - Conducting applied agricultural research studies</p>	<p>Registered. September 10, 1974; Renewed October 18, 2004</p> <p>Abandoned</p>	<p>Renewal (Combined Section 8 & 9) due September 10, 2014</p>
<p>16 - publications devoted to all facets of agriculture</p> <p>9 - computer software and users' manuals distributed as a unit for use in the fields of accounting, payroll, equipment maintenance, farming, ranching, agribusiness, landscaping, horticulture, and agriculture production, management and marketing for performing the functions of cost accounting and management; namely, tracking accounts and inventory, invoice and statement aging, inventory and order entry, computing asset depreciation, costing jobs, preparing bids, printing tags and labels, preparing payroll and billing, organizing production and work schedules, recording field chemical application, tracking equipment maintenance and providing point of sale operation</p>				

DOANE'S	1,646,665	<p>9 - computer programs and user manuals marketed as a unit for use in the fields of farming, ranching, agribusiness, landscaping, horticulture, accounting, payroll, equipment maintenance, and agricultural production, management and marketing</p> <p>16 - publications, namely, newsletters, pamphlets, brochures, booklets, books, directories and manuals devoted to the fields of farming, ranching, agribusiness, landscaping, and horticulture; to production, management and marketing of agricultural products; and to applications of accounting and computers to the foregoing fields</p> <p>35 - collecting and maintaining information and data bases pertaining to farming, ranching, and agricultural production and marketing and furnishing reports to assist others in the planning and management of farming, ranching, and agricultural product production affairs; and distribution of information pertaining to farming, ranching, agribusiness and agricultural production, management and marketing</p> <p>41 - seminar services relating to management and operation of farms, ranches, agribusinesses</p> <p>38 - publications of current analysis and permanent reference data that treat all aspects of agriculture and its effects on business and investments, published from time to time</p> <p>36 - providing financial information in the</p>	<p>Registered, June 4, 1991; Affidavit of Use and Incontestability filed June 22, 2004</p>	<p>Renewal (Combined Section 8 & 9) due March 2, 2009</p>
DOANE'S AGRICULTURAL REPORT	772,861		<p>Registered, July 7, 1964; Renewed July 2001</p>	<p>Renewal (Combined Section 8 & 9) due July 7, 2014</p>
DOANE and Design	2,645,292		<p>Registered.</p>	<p>Combined Declaration</p>

			field of agriculture, commodity market analysis, weather and price forecasting via the Internet	November 5, 2002	of Use and Incontestability due November 5, 2008
FARMING FOR PROFIT	603,635		16 - publication of current analysis and permanent reference data that treats all aspects of agriculture and its effect on business and investments, published from time to time	Registered, March 22, 1955; Renewed March 5, 2005	Renewal (Combined Section 8 & 9) due March 22, 2015
MARKET WATCH	1,118,223		16 - commodity chart newsletter for farmers	Registered, May 15, 1979; Renewed July 1999	Renewal (Combined Section 8 & 9) due May 15, 2009
MONEY MATTERS	2,544,017		41 - entertainment in the nature of on-going radio programs in the field of agricultural business news, namely, strategies of borrowing and leasing, interest rate changes, commodity pricing plans, agribusiness stock, farmland values, and the effects of inflation or deflation.	Registered, March 5, 2002	Combined Declaration of Use and Incontestability due March 5, 2008
PROFITAB	931,777		16 - farm accounting books	Registered, April 4, 1972; Renewed March 15, 2003	Renewal (Combined Section 8 & 9) due April 4, 2012
THE BOTTOMLINE REPORTS	2,768,559		41 - entertainment services in the nature of on-going radio programs in the field of agriculture, namely agricultural news, commodity market analysis, and price forecast information	Registered, September 20, 2003	Combined Declaration of Use and Incontestability due September 30, 2009
WISHING YOU A PROFITABLE DAY	2,554,851		41 - entertainment in the nature of on-going radio programs in the field of agriculture, namely, agricultural news, commodity market analysis and price forecast information	Registered, April 2, 2002	Combined Declaration of Use and Incontestability due April 2, 2008
YIELD	2,815,026		16 - periodical publications, namely, magazines and magazine inserts in the field of agriculture	Registered, February 17, 2004	Combined Declaration of Use and Incontestability due February 17, 2010