

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	10/04/2005

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Doane, L.L.C.		09/21/2006	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: 1**

Property Type	Number	Word Mark
Serial Number:	78708678	MARKETING ADVANTAGE PROGRAM (MAP)

**CORRESPONDENCE DATA**

Fax Number: (312)201-2555  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 312-201-2000  
 Email: matthews@wildmanharrold.com  
 Correspondent Name: Julie Nichols Matthews  
 Address Line 1: 225 West Wacker Drive  
 Address Line 2: Suite 2900  
 Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	MARKETING ADVANTAGE (MAP)
NAME OF SUBMITTER:	Melissa Cooper

CH \$40.00 78708678

Signature:

/Melissa Cooper/

Date:

09/22/2006

Total Attachments: 3

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## TRADEMARK ASSIGNMENT

**THIS TRADEMARK ASSIGNMENT** is made, *nunc pro tunc*, effective as of October 4, 2005, from DOANE, L.L.C., a Missouri limited liability company, with its principal place of business at 11701 Borman Drive, #300, St. Louis, Missouri 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 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 for which an application is pending in the United States Patent and Trademark Office, used in connection with Assignor's assets to be acquired by Assignee pursuant to the Purchase Agreement, including without limitation the mark identified on Schedule A attached hereto (the "Mark"), the goodwill associated therewith, and the application therefor; and

**WHEREAS**, Assignor wishes to assign, and Assignee wishes to acquire, all of Assignor's rights, title and interest in and to the Mark, together with the goodwill associated therewith and the pending application 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, *nunc pro tunc*, effective as of October 4, 2005, all of its right, title and interest in and to the Mark identified on Schedule A attached hereto, together with the goodwill associated therewith and the pending application therefor. Assignor agrees to execute any additional documentation reasonably required to effectuate this Trademark Assignment.

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TRADEMARK

REEL: 003395 FRAME: 0066

Signed at New York City this 20 day of ~~August~~ <sup>September</sup>, 2006.

"Assignor"  
Doane, L.L.C.

By: Doane Agricultural Services Company

By: Kenneth F. Gorman  
Name: KENNETH F. GORMAN  
Title: Director - Owner

State of NEW YORK  
County of New York

On this 21<sup>st</sup> day of ~~August~~ <sup>September</sup>, 2006, Kenneth Gorman, personally appeared before me and is known to me to be \_\_\_\_\_ of Doane Agricultural Services Company, the Class A Member of the assignor above named, and acknowledged that he/she executed the foregoing Assignment on behalf of said assignor and pursuant to authority duly received. 12/3

Sheila Simmons  
Notary Public

My commission expires: May 15, 2010

**SHEILA SIMMONS**  
NOTARY PUBLIC, STATE OF NEW YORK  
QUALIFIED IN BRONX COUNTY  
NO. 01S16146411  
MY COMMISSION EXPIRES MAY 15, 2010

SCHEDULE A

Mark	Application Serial No.	Good/Services	Application Date	Status
MARKETING ADVANTAGE PROGRAM (MAP)	78/708,678	36 - Providing commodity pricing recommendations in the agricultural industry	September 8, 2006	Response to non-final action due September 30, 2006