

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<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>
Vance Media Corporation		10/07/2005	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Henderson Communications, LLC		
<b>Street Address:</b>	11701 Borman Drive		
<b>Internal Address:</b>	Suite 300		
<b>City:</b>	St. Louis		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63146		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: MISSOURI		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1267899	AGRI MARKETING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(314)725-6592		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	3147261000		
<b>Email:</b>	dgamache@dmfirm.com		
<b>Correspondent Name:</b>	David A. Gamache, Esq.		
<b>Address Line 1:</b>	150 N. Meramec Ave.		
<b>Address Line 2:</b>	Fourth Floor		
<b>Address Line 4:</b>	Clayton, MISSOURI 63105		
<b>NAME OF SUBMITTER:</b>	David A. Gamache		
<b>Signature:</b>	/dag/		
<b>Date:</b>	10/02/2006		

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**Total Attachments: 3**

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**TRADEMARK ASSIGNMENT**

**THIS TRADEMARK ASSIGNMENT** is made as of October 7, 2005, from **Vance Media Corporation**, a New York corporation ("Assignor"), to **Henderson Communications, LLC**, a Missouri limited liability company ("Assignee").

**WHEREAS**, Assignor and Assignee entered into an Assignment and Assumption Agreement and Bill of Sale dated October 7, 2005 ("Agreement"), in accordance with which certain 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 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.

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Signed at Lincolnshire, IL this 7th day of October 2005.

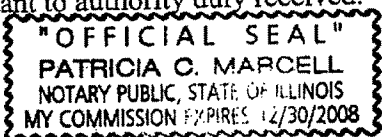
"Assignor"  
Vance Media Corporation

By: William C. Vance

Name: William C. Vance  
Title: Chairman

State of ILLINOIS  
SS:  
County of LAKE

On this 7th day of October, 2005, personally appeared William C. Vance, to me known and known to me to be Chairman of Vance Media Corp, and acknowledged that he executed the foregoing Assignment on behalf of said assignor and pursuant to authority duly received.



Patricia C. Marcell  
Notary Public

My commission expires: 12/30/2008

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SCHEDULE A

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
AGRI MARKETING (stylized) (Canada) <b>agri marketing</b>	1,035,749	00 - periodical publication in the nature of a business magazine dealing with the sale of agricultural products	Registered, May 14, 2004	

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