

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Progressive Farmer, Inc.		12/22/2006	CORPORATION: DELAWARE
Southern Progress Corporation		12/22/2006	CORPORATION: DELAWARE

## RECEIVING PARTY DATA

Name:	Data Transmission Network Corporation
Street Address:	9110 W. Dodge Road
City:	Omaha
State/Country:	NEBRASKA
Postal Code:	68114
Entity Type:	CORPORATION: DELAWARE

## PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Serial Number:	78817710	BEST PLACES TO LIVE IN RURAL AMERICA
Serial Number:	78817739	BEST PLACES TO LIVE IN RURAL AMERICA
Registration Number:	1551855	COUNTRY PLACE
Registration Number:	1455309	COUNTRY VOICES
Registration Number:	2090780	FARM SAFETY DAY CAMP PROGRESSIVE FARMER
Registration Number:	1505829	PORK PROFIT
Registration Number:	2433125	PROGRESSIVE FARMER
Registration Number:	2433126	PROGRESSIVE FARMER
Registration Number:	2054899	PROGRESSIVE FARMER FARM SAFETY DAY CAMP
Registration Number:	0655522	THE PROGRESSIVE FARMER
Registration Number:	2174093	THE RURAL SPORTSMAN
Registration Number:	1347770	WE'D LIKE TO MENTION

## CORRESPONDENCE DATA

900073251

TRADEMARK  
REEL: 003512 FRAME: 0506

OP \$315.00 78817710

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Correspondent Name: Pamela Flint, Paralegal

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Address Line 4: Omaha, NEBRASKA 68102

ATTORNEY DOCKET NUMBER:	PROGRESSIVE FARMER & SOUT
NAME OF SUBMITTER:	Pamela S. Flint, Paralegal
Signature:	/Pamela S. Flint/
Date:	04/02/2007

Total Attachments: 2

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## ASSIGNMENT OF TRADE MARK/SERVICE MARKS

WHEREAS, Data Transmission Network Corporation, a Nebraska corporation located at 9110 W. Dodge Road, Omaha, Nebraska, has adopted, used and is using the pending and/or registered trademarks listed on attached Exhibit A hereto. Such exhibit includes the serial number and if a registered mark the registration number for each of the listed marks as well as the original date each mark was filed with the United States Patent and Trademark Office (collectively, the "Marks"); and

WHEREAS, Data Transmission Network Corporation located at 9110 W. Dodge Road, Omaha, Nebraska 68114 is desirous of acquiring the Marks listed on the attached Exhibit thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Progressive Farmer, Inc. and Southern Progress Corporation pursuant to an Asset Purchase Agreement dated December 22, 2006, do hereby assign unto Data Transmission Network Corporation all rights, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the identified trademarks listed on Exhibit A attached hereto.

PROGRESSIVE FARMER, INC. and  
SOUTHERN PROGRESS CORPORATION

By /Bruce Larson/  
Its Vice President and Chief Financial  
Officer  
Name Bruce Larson

**SCHEDULE A****TRADEMARKS****PROGRESSIVE FARMER, INC.**

<u>Trademark</u>	<u>Application No., Filing Date</u>	<u>Registration No., Registration Date</u>
BEST PLACE TO LIVE IN RURAL AMERICA	78/817,710 02/17/06	
BEST PLACE TO LIVE IN RURAL AMERICA	78/817,739 01/17/06	
COUNTRY PLACE	73/715,317 03/07/88	1,551,855 08/15/89
COUNTRY VOICES	73/645,537 02/19/87	1,455,309 09/01/87
FARM SAFETY DAY CAMP PROGRESSIVE FARMER LOGO	75/090,970 04/10/96	2,090,780 08/26/97
PORK PROFIT	73/695,309 11/13/87	1,505,829 09/27/88
PROGRESSIVE FARMER	75/802,860 09/20/99	2,433,125 03/06/01
PROGRESSIVE FARMER	75/802,871 09/20/99	2,433,126 03/06/01
PROGRESSIVE FARMER FARM SAFETY DAY CAMP	75/086,800 04/10/96	2,054,899 04/22/97
THE PROGRESSIVE FARMER	72/013,172 07/31/56	655,522 12/10/57
THE RURAL SPORTSMAN	75/302,424 06/03/97	2,174,093 07/14/98
WE'D LIKE TO MENTION	73/509,260 10/29/84	1,347,770 07/09/85