

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
Watt Publishing Co.		07/27/2007	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Sosland Companies, Inc.		
Street Address:	4800 Main Street, Suite 100		
City:	Kansas City		
State/Country:	MISSOURI		
Postal Code:	64112		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	76668146	MEAT PROCESSING	
Registration Number:	1914833	MEAT PROCESSING	
Registration Number:	2484037	MEATNEWS.COM	
Registration Number:	2595484	MEAT PROCESSING GLOBAL	
Registration Number:	3102766	MEAT PROCESSING MEATNEWS.COM	
Registration Number:	3207172	MEAT PROCESSING GLOBAL	
CORRESPONDENCE DATA			
Fax Number:	(312)372-7951		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-704-9400		
Email:	mfriedman@sff-law.com		
Correspondent Name:	Mark Friedman		
Address Line 1:	30 North LaSalle Street, Suite 3000		
Address Line 2:	Sugar, Friedberg & Felsenthal LLP		
Address Line 4:	Chicago, ILLINOIS 60602		

OP \$165.00 76668146

ATTORNEY DOCKET NUMBER:	MSF 8767.001
NAME OF SUBMITTER:	Mark Friedman
Signature:	/mark friedman/
Date:	08/07/2007
Total Attachments: 3 source=Trademark assignment#page1.tif source=Trademark assignment#page2.tif source=Trademark assignment#page3.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Watt Publishing Co., an Illinois corporation ("Assignor"), has adopted and used the trademarks set forth on Schedule I hereto (together with all applications and registrations therefor and all common law rights established through the use thereof, the "Marks") in connection with the businesses of Assignor associated with the trade publications entitled *Meat Processing*, *Meat Processing Global*, *Meat News Daily E Newsletter*, and *Meat Safety Solutions E Newsletter* and the website located at www.meatnews.com; and

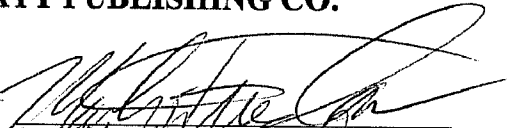
WHEREAS, Sosland Companies, Inc., a Missouri corporation ("Assignee"), is desirous of acquiring the Marks pursuant to the terms hereof and pursuant to the terms of that certain Asset Purchase Agreement of even date herewith entered into by and between Assignor and Assignee (the "Asset Purchase Agreement").

NOW, THEREFORE, for good and valuable consideration, the receipt, adequacy and sufficiency of which is hereby acknowledged, and pursuant to the Asset Purchase Agreement, Assignor hereby sells, conveys, transfers, assigns and delivers unto Assignee, its successors and assigns, the entire right, title and interest in and to and under the Marks, together with all the rights to sue and recover for any past infringement of any of the Marks, and all rights associated with the foregoing, the same to be held and enjoyed by Assignee for its own use and behalf and for its successors and assigns. The representations, warranties, covenants and agreements contained in the Asset Purchase Agreement shall remain in full force and effect to the full extent provided therein.

Assignor shall, at the request and expense of Assignee but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered or filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested to effect the assignment of the Marks to Assignee.

IN WITNESS WHEREOF, the undersigned has executed this Assignment this 27th day of July, 2007, caused these presents to be executed.

WATT PUBLISHING CO.

By: 
Name: Mark S. Friedman
Title: Attorney, Sugar, Friedberg & Elsenthal, LLP

Schedule I

Trademarks

See attached.

Watt Publishing Co. Trademarks Meat Publications

U.S. Trademarks

	<u>Registration Number</u>
Meat Processing	1,914,833
MeatNews.com	2,484,037
Meat Processing Global	2,595,484
Meat Processing MeatNews.com	3,102,766
Meat Processing Global	3,207,172
Meat Processing	Applied for (Serial #76668146)

European Union Trademarks

	<u>Registration Number</u>
Meat Processing Global	004177861

Logos for Newsletters

(To be provided by Seller no later than Monday, July 30, 2007)