

**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>
Watt Publishing Company		05/09/2008	CORPORATION: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	U.S. Poultry & Egg Association, Inc.		
<b>Street Address:</b>	1530 Cooledge Road		
<b>City:</b>	Tucker		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30084		
<b>Entity Type:</b>	CORPORATION: GEORGIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1693760	INTERNATIONAL POULTRY EXPOSITION GUIDE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)637-3593		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	202-383-0100		
<b>Email:</b>	eteas@sablaw.com		
<b>Correspondent Name:</b>	Elisabeth A. Langworthy, Esq.		
<b>Address Line 1:</b>	1275 Pennsylvania Avenue NW		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20004		
<b>ATTORNEY DOCKET NUMBER:</b>	76401-0003		
<b>NAME OF SUBMITTER:</b>	Bradley E. Prendergast		
<b>Signature:</b>	/BPrendergast/		
<b>Date:</b>	05/12/2008		

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Total Attachments: 1  
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## U.S. TRADEMARK ASSIGNMENT

WHEREAS, Watt Publishing Company, an Illinois corporation having a principal place of business at 303 N. Main St., Suite 500, Rockford, IL 61101 (hereinafter "Assignor"), owns the federal registration No. 1,693,760 and the mark INTERNATIONAL POULTRY EXPOSITION GUIDE (hereinafter "the Mark");

WHEREAS, U.S. Poultry & Egg Association, Inc., a Georgia non-profit corporation having a principal place of business at 1530 Cooledge Road, Tucker, GA 30084-7303 (hereinafter "Assignee"), is desirous of acquiring any and all rights that Assignor may have in and to the Mark and the registration therefor, together with the goodwill of the business connected with the Mark and which is symbolized by the Mark, along with the right to recover from third parties damages and profits for past infringements thereof by such third parties;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign, sell and transfer unto Assignee, its successors and assigns, all right, title and interest in and to the Mark and the registration therefor, together with the goodwill of the business symbolized by the Mark, along with the right to recover from third parties damages and profits for past infringements thereof by such third parties.

THIS TRADEMARK ASSIGNMENT IS EFFECTIVE AS OF May 9, 2008.

WATT PUBLISHING COMPANY

By 

Name: Douglas A. Randal

Title: Controller