

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	12/31/2008

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Vance Media Corporation		12/09/2008	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Vance Publishing Corporation
Street Address:	400 Knightsbridge Parkway
City:	Lincolnshire
State/Country:	ILLINOIS
Postal Code:	60069
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Registration Number:	2241409	AG LENDER
Registration Number:	2953208	AG PROFESSIONAL
Registration Number:	2707137	AG RETAILER
Registration Number:	3097340	AGLINE
Registration Number:	2620236	AGRETAILER.COM
Registration Number:	3201819	AGRITALK
Registration Number:	1372453	AGSERV
Registration Number:	2648424	CROPDECISIONS.COM
Registration Number:	0993076	D DOANE
Registration Number:	1647253	DOANE
Registration Number:	2665482	DOANE
Registration Number:	1646665	DOANE'S
Registration Number:	0772861	DOANE'S AGRICULTURAL REPORT

CH \$490.00 2241409

Registration Number:	0603635	FARMING FOR PROFIT
Registration Number:	1118223	MARKET WATCH
Registration Number:	3217118	MARKETING ADVANTAGE PROGRAM (MAP)
Registration Number:	0931777	PROFITAB
Registration Number:	2768559	THE BOTTOMLINE REPORTS
Registration Number:	2815026	YIELD

CORRESPONDENCE DATA

Fax Number: (312)201-2555

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 3122012000

Email: matthews@wildman.com

Correspondent Name: Julie Nichols Matthews

Address Line 1: Wildman, Harrold, Allen & Dixon LLP

Address Line 2: 225 West Wacker Drive

Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	V0193.1
NAME OF SUBMITTER:	Julie Nichols Matthews
Signature:	/Julie Nichols Matthews/
Date:	01/06/2009

Total Attachments: 4

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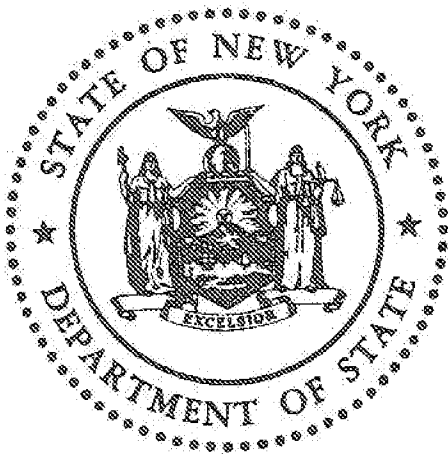
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STATE OF NEW YORK

DEPARTMENT OF STATE

I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.



WITNESS my hand and official seal of the
Department of State, at the City of Albany, on
December 12, 2008.

A handwritten signature in cursive script that reads "Paul LaPointe".

Paul LaPointe
Special Deputy Secretary of State

CT-07

CERTIFICATE OF MERGER
of
 VANCE MEDIA CORPORATION
into
 VANCE PUBLISHING CORPORATION

Under Section 905 of the Business Corporation Law

FIRST: The name of the subsidiary corporation to be merged is Vance Media Corporation.

The name of the surviving corporation is Vance Publishing Corporation.

SECOND: The designation and number of outstanding shares of each class of the subsidiary corporation, all of which are owned by the surviving corporation, are as follows:

<i>Designation</i>	<i>No. of Shares</i>
Common	1,000

THIRD: The merger shall become effective on December 31, 2008.

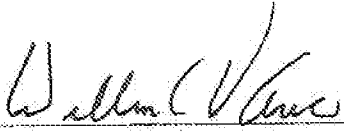
FOURTH: The certificate of incorporation of Vance Media Corporation was filed with the Department of State on August 18, 2005.

The certificate of incorporation of Vance Publishing Corporation was filed with the Department of State on April 23, 1937.

FIFTH: The Plan of Merger was adopted by the Board of Directors of the surviving corporation.

IN WITNESS WHEREOF, this Certificate of Merger has been duly executed as of the 9th day of December, 2008, and is being filed in accordance with Section 905 of the Business Corporation Law, by an authorized person of the surviving corporation in the merger.

VANCE PUBLISHING CORPORATION

By: 
William C. Vance, Chairman of the Board

CT-07

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CERTIFICATE OF MERGER
of
 VANCE MEDIA CORPORATION
into
 VANCE PUBLISHING CORPORATION

Under Section 905 of the Business Corporation Law

NY

DEC 12 11 10:05

Filer: Wildman, Harrold, Allen & Dixon LLP
 Attn: Elissa R. Robiso
 225 West Wacker Drive
 Suite 2800
 Chicago, Illinois 60606

I.C.C.
 STATE OF NEW YORK
 DEPARTMENT OF STATE
 FILED DEC 12 2008
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RECORDED: 01/06/2009

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