

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
Intertec Publishing Corporation		06/30/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Agra USA, Inc.		
Street Address:	2302 West First Street		
City:	Cedar Falls		
State/Country:	IOWA		
Postal Code:	50613		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1491084	IMPLEMENT & TRACTOR	
Registration Number:	1492170	IMPLEMENT & TRACTOR	
CORRESPONDENCE DATA			
Fax Number:	(202)842-8465		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	dctrademarks@dbr.com		
Correspondent Name:	Drinker Biddle & Reath LLP		
Address Line 1:	1500 K. Street, NW		
Address Line 2:	Suite 1100		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005		
ATTORNEY DOCKET NUMBER:	031094.432395		
NAME OF SUBMITTER:	Sheila Stewart		
Signature:	/sheila stewart/		
Date:	06/30/2009		

OP \$65.00 1491084

Total Attachments: 2

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Owner : Farm Journal, Inc. :
Reg. Nos.: 1,491,084 and 1,492,170 :
Registered: June 7, 1988 and June 14, 1988 :
Marks: IMPLEMENT & TRACTOR (Stylized) and :
IMPLEMENT & TRACTOR

DECLARATION UNDER 37 C.F.R. 2.20

The Honorable Commissioner for Trademarks
United States Patent and Trademark Office
P. O. Box 1451
Alexandria, VA 22313-1451

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements and the like may jeopardize the validity of the above-identified registrations, hereby declares that:

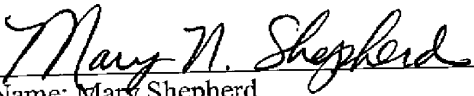
- (1) she is authorized to execute this Declaration on behalf of Scissortail Productions, L.L.C., an Iowa limited liability company and the former owner of the subject marks and registrations therefor;
- (2) she has been familiar with the IMPLEMENT & TRACTOR books and magazines since as early as 1994;
- (3) she has been associated with organizations responsible for publishing the IMPLEMENT & TRACTOR books and magazines since as early as 1994;
- (4) on information and belief, Intertec Publishing Corporation assigned all of its right, title and interest in the subject marks and the registrations therefor to Argus Agronomics, which then

assigned said rights to Freiberg Publishing Co. Inc., which subsequently assigned said rights to Agra USA, Inc.; and

(5) all statements made of her own knowledge are true; and all statements made on information and belief are believed to be true.

Respectfully submitted,

Date: June 30, 2009


Name: Mary Shepherd
Title: Member, Scissortail Productions, L.L.C.