

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
dmg world media (USA) inc.		09/17/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	MidCountry Media, Inc.		
Street Address:	27 North Jefferson Street		
City:	Knightstown		
State/Country:	INDIANA		
Postal Code:	46148		
Entity Type:	CORPORATION: INDIANA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3333321	THE AUCTION EXCHANGE AND COLLECTORS NEWS	
Registration Number:	2829766	FARM WORLD	
CORRESPONDENCE DATA			
Fax Number:	(317)592-5453		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	317-236-2100		
Email:	stohry@icemiller.com, ipdocket@icemiller.com, jansen@icemiller.com		
Correspondent Name:	Bradley M. Stohry		
Address Line 1:	One American Square		
Address Line 2:	Suite 2900		
Address Line 4:	Indianapolis, INDIANA 46282-0200		
ATTORNEY DOCKET NUMBER:	30018.0001		
NAME OF SUBMITTER:	Bradley M. Stohry		
Signature:	/bms/		

OP \$65.00 3333321

Date:

10/08/2009

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter "Assignment") is made on this 17TH day of September, 2009, by and between **dmg world media (USA), inc.**, a Delaware corporation (hereinafter "Assignor"), and **MidCountry Media, Inc.**, an Indiana corporation, having a principal business address at 27 North Jefferson Street, Knightstown, Indiana 46148 (hereinafter "Assignee").

WHEREAS, Assignor owns all right, title and interest in and to the trademarks listed on the attached Schedule A (hereinafter the "Marks"), any pending applications for federal registration or federal registrations therefor, and the goodwill of the business developed through, and symbolized by, the use of the Marks;

WHEREAS, Assignee desires to acquire all right, title, and interest in and to the Marks, any pending applications for federal registration or federal registrations therefor, and the goodwill developed through, and symbolized by, the use of the Marks; and

WHEREAS, Assignee is the successor to the portion of the business of Assignor to which the Marks pertain and such business is ongoing and existing.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby assigns and transfers to Assignee, the entire right, title, and interest in and to the Marks, any pending applications for federal registration or federal registrations therefor, and the goodwill of the business symbolized by the Marks. All rights and privileges, including the right to sue for and receive all damages from past infringements of the Marks, will be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

2. Assignor agrees to complete and execute any other documents and do all things necessary to insure that Assignee obtains full title to the Marks, including, without limitation, completing and executing any documents necessary to record and fully effectuate the Assignment. Assignor agrees to take all actions and do all things reasonably required by Assignee now or in the future to give effect to this Assignment.

IN WITNESS WHEREOF, the parties have caused this Agreement to be duly executed as of the date hereof.

DMG WORLD MEDIA (USA), IN C.

By: 


Name: MARK JULIUS ALESCH

Title: DEPUTY CEO

ACKNOWLEDGMENT

Assignee, MidCountry Media, Inc., hereby acknowledges receipt of assignment for good and valuable consideration of the Marks.

MIDCOUNTRY MEDIA, INC.

By:  _____

Name: Gary Thoe

Title: President

SCHEDULE A

Marks

Any and all titles, trademarks, trade names, and other proprietary rights relating to the Publications, the Shows, or the Business (as such terms are defined in that certain Asset Purchase Agreement dated September 17, 2009, by and between Assignor, Assignee, Mayhill Acquisition, L.L.C., and MidCountry Media Properties, LLC), including but not limited to: (1) U.S. Reg. No. 2,829,766 for the mark FARM WORLD; (2) U.S. Reg. No. 3,333,321 for the mark THE AUCTION EXCHANGE AND COLLECTORS NEWS; and (3) any and all other rights that Assignor owns in the marks FARM WORLD, THE AUCTION EXCHANGE AND COLLECTORS NEWS, FARM WEEK, FARM WORLD EXPO, ANTIQUEWEEK, and ANTIQUE WEST.