

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
Rural Press USA, Inc.		08/17/2011	CORPORATION: GEORGIA
RECEIVING PARTY DATA			
Name:	Farm Progress Companies, Inc.		
Street Address:	255 38th Avenue		
Internal Address:	Suite P		
City:	St. Charles		
State/Country:	ILLINOIS		
Postal Code:	60174		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2920190	SOUTHERN FARMER	
CORRESPONDENCE DATA			
Fax Number:	(312)558-5700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312 558-6352		
Email:	lkonrath@winston.com		
Correspondent Name:	Laura Konrath		
Address Line 1:	35 W Wacker Drive		
Address Line 2:	Winston & Strawn LLP, Suite 2800		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	5321-3		
NAME OF SUBMITTER:	Laura Konrath		
Signature:	/Laura Konrath/		
Date:	08/17/2011		
Total Attachments: 1 source=southernfarmerAssignment#page1.tif			

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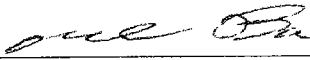
WHEREAS, RURAL PRESS USA, INC., a Georgia corporation ("Assignor"), adopted and used the mark SOUTHERN FARMER (the "Trademark") which is registered in the United States Patent and Trademark Office, Registration No. 2,920,190) (the "Registration"); and

WHEREAS, FARM PROGRESS COMPANIES, INC., an Illinois corporation ("Assignee"), by virtue of common corporate ownership by RURAL PRESS (USA) LIMITED publishes magazines under the Trademark with the full consent and approval of Assignor and now desires to acquire said Trademark, the Registration thereof, and the goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the parties agree as follows:

Assignment of Trademark. For the sum of ten dollars (\$10) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all of its right, title and interest, in the United States and elsewhere, in and to the Trademark, together with the goodwill of the business associated therewith, and specifically including the Registration and the goodwill of the business associated therewith.

RURAL PRESS USA, INC.

By: 
Michael Barb
Assistant Corporate Secretary

Date: 8-17-11