

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM339147

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Vance Publishing Corporation		04/22/2015	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	BMO Harris Bank, N.A.		
Street Address:	111 West Monroe Street		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60603		
Entity Type:	Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 26			
Property Type	Number	Word Mark	
Registration Number:	623086	THE PACKER	
Registration Number:	772861	DOANE'S AGRICULTURAL REPORT	
Registration Number:	1249807	MODERN SALON	
Registration Number:	1305010	SALON TODAY	
Registration Number:	1386761	THE GROWER	
Registration Number:	2137467	THE RED BOOK	
Registration Number:	2364257	SALONS OF THE YEAR	
Registration Number:	2481646	DAIRY HERD MANAGEMENT	
Registration Number:	2519869	BOVINE VETERINARIAN	
Registration Number:	2549166	WOOD & WOOD PRODUCTS RED BOOK	
Registration Number:	2580935	RBCS	
Registration Number:	2665482	DOANE	
Registration Number:	2953208	AG PROFESSIONAL	
Registration Number:	3178479	FIRSTCHAIR	
Registration Number:	3318268	MODERN SALON	
Registration Number:	3424950	CATTLENETWORK	
Registration Number:	3769564	WOODWORKING NETWORK	
Registration Number:	3805894	WOODWORKING NETWORK	
Registration Number:	4036619	PRODUCE RETAILER	

CH \$665.00 623086

Property Type	Number	Word Mark
Registration Number:	4082994	DROVERS CATTLENETWORK
Registration Number:	4201231	THE PACKER
Registration Number:	4224377	SALON TODAY
Registration Number:	4239386	PRODUCE RETAILER
Registration Number:	4349118	AGPROFESSIONAL
Serial Number:	86228054	GREENBOOK DATA SOLUTIONS
Serial Number:	86356691	PRODUCE UNIVERSE

CORRESPONDENCE DATA

Fax Number: 3026365454

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 800-927-9801 x 62348

Email: jean.paterson@cscglobal.com

Correspondent Name: Corporation Service Company

Address Line 1: 1090 Vermont Avenue NW, Suite 430

Address Line 4: Washington, D.C. 20005

ATTORNEY DOCKET NUMBER:	601209
NAME OF SUBMITTER:	Jean Paterson
SIGNATURE:	/jep/
DATE SIGNED:	04/23/2015

Total Attachments: 5

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TRADEMARK COLLATERAL AGREEMENT

This 22nd day of April, 2015, VANCE PUBLISHING CORPORATION, a New York corporation (“*Debtor*”) with its principal place of business and mailing address at 400 Knightsbridge Parkway, Lincolnshire, Illinois 60069, in consideration of ten dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, grants to BMO HARRIS BANK N.A., a national banking association, with its mailing address at 111 Wes Monroe Street, Chicago, Illinois 60603, and its successors and assigns (“*Secured Party*”), a lien on and continuing security interest in and to all of the right, title and interest of such Debtor in, to and under the following property, wherever located, and whether now existing or hereafter arising or acquired from time to time (the “*Trademark Collateral*”):

(i) Each trademark, trademark registration, and trademark application listed on Schedule A hereto, and all of the goodwill of the business connected with the use of, and symbolized by, each such trademark, trademark registration, and trademark application and all extensions and renewals thereof, excluding only United States intent-to-use trademark applications to the extent that, and solely during the period in which, the grant, attachment or enforcement of a security interest therein would, under applicable federal law, impair the registrability of such applications or the validity or enforceability of registrations issuing from such applications; and

(ii) All proceeds of the foregoing, including without limitation (x) any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any and all of the foregoing and (y) any and all claims and causes of action by Debtor against third parties for damages, restitution and injunctive and other legal and equitable relief by reason of past, present or future infringement, dilution, misappropriation, violation, misuse, breach or default of any trademark, trademark registration, or trademark application listed on Schedule A hereto or by reason of injury to the goodwill associated with any such trademark, trademark registration, or trademark application, in each case together with the right but no obligation to sue for and collect, or otherwise recover, said damages;

to secure the payment and performance of all Secured Obligations of Debtor as set out in that certain Security Agreement bearing even date herewith between Debtor and Secured Party, as the same may be amended, modified, or restated from time to time (the “*Security Agreement*”).

Debtor authorizes the Commissioner for Trademarks and any other government officials to record and register this Trademark Collateral Agreement upon request by the Secured Party.

Debtor does hereby further acknowledge and affirm that the rights and remedies of Secured Party with respect to the security interest in the trademarks, trademark registrations, and trademark applications made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated herein by reference as if fully set forth herein. The rights and remedies of the Secured Party with respect to the Trademark Collateral are as provided by the Security Agreement and related documents, and nothing in this Trademark Collateral Agreement shall be deemed to limit such rights and remedies.

This Trademark Collateral Agreement may be executed in any number of counterparts, and by the different parties on different counterpart signature pages, all of which taken together shall constitute one and the same agreement. Any of the parties hereto may execute this Trademark Collateral Agreement by signing any such counterpart and each of such counterparts shall for all purposes be deemed to be an original. Delivery of a counterpart hereof by facsimile or in electronic (i.e., "pdf" or "tif") format shall be effective as delivery of a manually executed counterpart hereof. This Trademark Collateral Agreement shall be construed and determined in accordance with the laws of the United States and the State of Illinois without regard to conflicts of law principles that would require application of the laws of another jurisdiction. This Trademark Collateral Agreement will be binding on and shall inure to the benefit of the parties hereto and their respective successors and assigns.

[SIGNATURE PAGE TO FOLLOW]

IN WITNESS WHEREOF, Debtor has caused this Trademark Collateral Agreement to be duly executed as of the date and year last above written.

VANCE PUBLISHING CORPORATION

By [Signature]
Name Jonathan Schwartz
Title CFO

Accepted and agreed to as of the date and year last above written.

BMO HARRIS BANK N.A.

By _____
Name _____
Title _____

[Signature Page to Trademark Collateral Agreement]

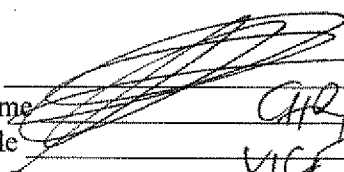
IN WITNESS WHEREOF, Debtor has caused this Trademark Collateral Agreement to be duly executed as of the date and year last above written.

VANCE PUBLISHING CORPORATION

By _____
Name _____
Title _____

Accepted and agreed to as of the date and year last above written.

BMO HARRIS BANK N.A.

By _____
Name  _____
Title _____

CHRIS ALLEN
VICE PRESIDENT

[Signature Page to Trademark Collateral Agreement]

**SCHEDULE A
TO
TRADEMARK COLLATERAL AGREEMENT**

REGISTERED TRADEMARKS

Registration Number	Mark	Registered Owner
0623086	THE PACKER	Vance Publishing Corp.
0772861	DOANE'S AGRICULTURAL REPORT	Vance Publishing Corp.
1249807	MODERN SALON	Vance Publishing Corp.
1305010	SALON TODAY	Vance Publishing Corp.
1386761	THE GROWER	Vance Publishing Corp.
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4239386	PRODUCE RETAILER	Vance Publishing Corp.
4349118	AGPROFESSIONAL	Vance Publishing Corp.

TRADEMARK APPLICATIONS

Application Number	Mark	Applicant
86228054	GREENBOOK DATA SOLUTIONS	Vance Publishing Corp. Application filed on 3/21/14.
86356691	PRODUCE UNIVERSE	Vance Publishing Corp. Application filed on 8/4/14.