

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM401990

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|---|--|-----------------------|--------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| SEQUENCE: | 1 | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Heartland Communications Group, Inc. | | 08/26/2016 | Corporation: IOWA |
| RECEIVING PARTY DATA | | | |
| Name: | Twin Rivers Media, LLC | | |
| Street Address: | 1597 3rd Ave NW | | |
| City: | Fort Dodge | | |
| State/Country: | IOWA | | |
| Postal Code: | 50501 | | |
| Entity Type: | Limited Liability Company: IOWA | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3582863 | AMERICAN CATTLEMEN | |
| Registration Number: | 4635434 | AMERICAN DAIRYMEN | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 5155742364 | | |
| <i>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.</i> | | | |
| Phone: | 515 574 2342 | | |
| Email: | gale@twinriversmedia.com | | |
| Correspondent Name: | Gale W McKinney | | |
| Address Line 1: | 1597 3rd Ave NW | | |
| Address Line 4: | Fort Dodge, IOWA 50501 | | |
| NAME OF SUBMITTER: | Gale W McKinney II | | |
| SIGNATURE: | /Gale W McKinney II/ | | |
| DATE SIGNED: | 10/14/2016 | | |
| Total Attachments: 1 | | | |
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OP \$65.00 3582863

MARK ASSIGNMENT

THIS MARK ASSIGNMENT is made effective as of the 1st day of July, 2016 by HEARTLAND COMMUNICATIONS GROUP, INC. ("Assignor") for the benefit of TWIN RIVERS MEDIA, L.L.C. ("Assignee").

WHEREAS, Assignor and Assignee have entered into and consummated that certain Asset Purchase Agreement dated August 26, 2016 which provided for the purchase by Assignee of all the assets of Assignor relating to periodic publications utilizing as the name and usage under certain trademarks as published and distributed by Assignor: *AMERICAN CATTLEMEN*, that is registered in the United States Patent and Trademark Office, Registration No. 3582863, dated March 3, 2009 and *AMERICAN DAIRYMEN*, that is registered in the United States Patent and Trademark Office, Registration No. 4635434, dated November 11, 2014 (collectively the "Marks").

WHEREAS, in furtherance thereof, Assignee has purchased and shall acquire hereby all of the Assignor's rights in and to the Marks the goodwill associated therewith.

NOW THEREFORE, Assignor hereby assigns, transfers and conveys to the Assignee all right, title and interest in and to the Marks, together with the goodwill of the business which is symbolized by the Marks and with the right to recover for damages and profits and all other remedies for past infringement thereof.

Assignor:

Heartland Communications Group, Inc.

By: Gale W. McKinney II

Gale W. McKinney II, CEO

STATE OF IOWA)

COUNTY OF WEBSTER

On this 26 day of August, 2016, before me personally came Gale W. McKinney II to me known and known to me to be the CEO of Heartland Communications Group, Inc., the Assignor above-named, and acknowledged the he executed the foregoing instrument on behalf of said Assignor and pursuant to authority duly received.

Sandra Van Scoy

Notary Public

My Commission Expires: 2-24-19

