

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
Vance Publishing Corporation		12/06/2012	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Farm Journal, Inc.		
Street Address:	30 S. 15th Street, Suite 900		
Internal Address:	One Penn Square West		
City:	Philadelphia		
State/Country:	PENNSYLVANIA		
Postal Code:	19102		
Entity Type:	CORPORATION: PENNSYLVANIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3201819	AGRITALK	
CORRESPONDENCE DATA			
Fax Number:	6106401965		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	610-640-5800		
Email:	ipdocketing@stradley.com		
Correspondent Name:	Kevin W. Goldstein		
Address Line 1:	30 Valley Stream Parkway		
Address Line 2:	Stradley Ronon Stevens & Young, LLP		
Address Line 4:	Malvern, PENNSYLVANIA 19355		
ATTORNEY DOCKET NUMBER:	119700-0059		
NAME OF SUBMITTER:	Kevin W. Goldstein		
Signature:	/kevin goldstein/		

CH \$40.00 3201819

Date:

01/10/2013

Total Attachments: 4

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ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS (this "Trademark Assignment") is entered into as of December 6, 2012 by and between Vance Publishing Corporation, a New York corporation ("Assignor"), and Farm Journal, Inc., a Pennsylvania corporation ("Assignee"). This Trademark Assignment is being entered into pursuant to that certain Asset Purchase Agreement, dated as of the date hereof, by and between Assignor and Assignee (the "Purchase Agreement"). All capitalized terms used and not otherwise defined herein have the respective meanings given to such terms in the Purchase Agreement.

FOR GOOD AND VALUABLE CONSIDERATION as recited in the Purchase Agreement, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound, effective as of the date hereof, Assignor hereby conveys, transfers, assigns, sells and delivers to Assignee all of Assignor's right, title and interest in and to the trademark listed on Schedule A attached hereto (which is incorporated into and made a part of this Trademark Assignment) (including any registrations and applications therefor), together with all associated goodwill, including all rights thereunder, remedies against infringement and rights to protection of interests therein under the laws of all jurisdictions. The U.S. Commissioner of Patents and Trademarks and his counterparts in any foreign country are hereby authorized and requested to record and issue any trademark registrations in accordance with this Trademark Assignment to Assignee, and its successors and assigns and legal representatives, as the assignee of Assignor's right, title and interest thereto and therein.

This Trademark Assignment is subject to all of the terms, conditions and limitations set forth in the Purchase Agreement. In the event of any conflict or inconsistency between the terms of this Trademark Assignment and the terms of the Purchase Agreement, the terms of the Purchase Agreement will prevail. Nothing contained herein will be deemed to alter, modify, expand or diminish the terms of the Purchase Agreement.

This Trademark Assignment will be governed by and construed in accordance with the laws of the State of Missouri, without giving effect to any law or rule that would cause the laws of any jurisdiction other than the State of Missouri to be applied.

This Trademark Assignment may be executed in two or more counterparts, each of which will be deemed an original, but all of such counterparts taken together shall constitute one and the same agreement. This Trademark Assignment may be executed and delivered by facsimile or electronic transmission.

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SCHEDULE A

TO ASSIGNMENT OF TRADEMARKS

U.S. TRADEMARKS		
Registration Number	Country	Mark
Registration No. 3,201,819	USA	AGRITALK