

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	Release of Security Interest
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PNC Bank, National Association		09/22/2004	National Banking Institution: UNITED STATES

RECEIVING PARTY DATA	
Name:	Farm Journal Electronic Media Company
Street Address:	25 Executive Drive
City:	Lafayette
State/Country:	INDIANA
Postal Code:	47903
Entity Type:	COMPANY: DELAWARE

PROPERTY NUMBERS Total: 6		
Property Type	Number	Word Mark
Registration Number:	1955853	AGDAY
Registration Number:	1539691	AG DAY
Registration Number:	1435976	MORNING AGRICULTURE REPORT
Serial Number:	75413185	AGDAY AGRIBUSINESSINDEX
Serial Number:	75413184	AGDAY AGINDEX
Serial Number:	75585680	WEEKEND MARKETPLACE

CORRESPONDENCE DATA	
Fax Number:	(215)564-8120
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	215-564-8194
Email:	kgibson@stradley.com
Correspondent Name:	Jason Jones
Address Line 1:	2600 One Commerce Square
Address Line 2:	Stradley Ronon Stevens & Young, LLP
Address Line 4:	Philadelphia, PENNSYLVANIA 19103

CH \$165.00 1955853

ATTORNEY DOCKET NUMBER:

119700-0043

NAME OF SUBMITTER:

Kyle Gibson

Total Attachments: 3

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RELEASE OF SECURITY INTEREST IN
TRADEMARKS AND TRADEMARK APPLICATIONS

WHEREAS, FARM JOURNAL ELECTRONIC MEDIA COMPANY, with offices at 25 Executive Drive, Lafayette, Indiana 47903 (the "Grantor") executed a Rider to Security Agreement - Trademarks dated January 4, 2000, which was recorded in the U.S. Patent and Trademark Office on January 31, 2000, at Reel 2014, Frame 0769 (hereinafter the "Grant") to PNC BANK, NATIONAL ASSOCIATION, with a place of business at 1600 Market Street, Philadelphia, Pennsylvania 19103 (hereinafter the "Bank");

WHEREAS, the Grant grants to the Bank a security interest in certain trademarks ("Trademarks") and trademark applications ("Applications") as more particularly described therein and as hereinafter set forth, the goodwill of the business symbolized by said Trademarks and Applications and any and all license agreements relating thereto, in order to secure the payment and performance of certain obligations (hereinafter the "Obligations") of Grantor to Bank, and Bank still holds such security interest; and

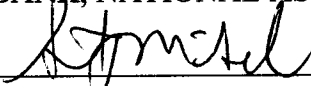
WHEREAS, Bank is releasing Grantor from the Obligations, and Bank's security interest is being terminated and cancelled concurrently herewith;

NOW, THEREFORE, in consideration of the foregoing premises, and the satisfaction of the Obligations, Bank hereby releases Grantor and all its successors in interest from any and all interest Bank has with respect to the right, title and interest in and to the subject Trademarks and Applications (including, without limitation, the Trademarks and Applications set forth on Exhibit A attached hereto), the goodwill of the business symbolized by said Trademarks and Applications and any and all license agreements relating thereto, and all other rights and interests set forth in the Grant.

IN WITNESS WHEREOF, the Bank has executed this Release as of the 22nd day of September, 2004.

PNC BANK, NATIONAL ASSOCIATION

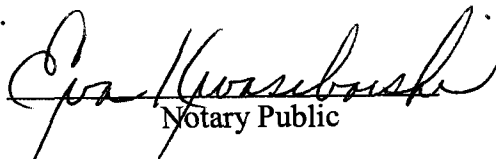
By _____



STEVEN J. McGEHRIN
VICE PRESIDENT
Print Name and Title

STATE OF PENNSYLVANIA :
 : SS
COUNTY OF PHILADELPHIA :

On this the 22ND day of September 2004, before me personally appeared STEVEN J. MCGEHRIN, who acknowledged to me that he is the VICE PRESIDENT of PNC BANK, N.A., known to me to be the person who executed the within Release on behalf of said banking association, and that he is authorized to execute this document on behalf of PNC BANK, N.A..


Notary Public

My Commission Expires:

[Seal]

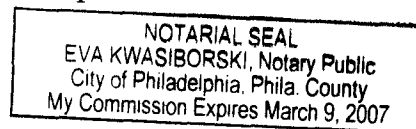


Exhibit A

A. Registered Trademarks

<u>Registration Number</u>	<u>Trademark</u>	<u>Registration Date</u>
1,955,853	Agday (and design)	2/13/96
1,539,691	AgDay	5/16/89
1,435,976	Morning Agriculture Report	4/7/87

B. Trademark Application

<u>Registration Number</u>	<u>Trademark</u>	<u>Filing Date</u>
75-413185 (abandoned)	Agday Agribusinessindex	1/2/98
75-413184 (allowed)	Agday Agindex	1/2/98
75-585680	Weekend Marketplace	11/9/98