

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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, Inc.
Street Address:	1818 Market Street
City:	Philadelphia
State/Country:	PENNSYLVANIA
Postal Code:	19118
Entity Type:	CORPORATION: PENNSYLVANIA

PROPERTY NUMBERS Total: 28

Property Type	Number	Word Mark
Registration Number:	2214665	PROFIT EDGE
Registration Number:	2200798	PROFIT EDGE
Registration Number:	2241369	COUNTRY KIDS
Registration Number:	2229716	OUTDOORS TODAY
Registration Number:	2188633	FORAGE TODAY
Registration Number:	1984876	PIG'N PORK 2000
Registration Number:	1544030	WHEAT TODAY
Registration Number:	1533776	SOYBEANS TODAY
Registration Number:	1533775	CORN TODAY
Registration Number:	1505860	COTTON TODAY
Registration Number:	1479593	DAIRY TODAY
Registration Number:	1476845	HOGS TODAY
Registration Number:	1476844	BEEF TODAY
Registration Number:	1467324	PIG TALES

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Registration Number:	1438016	TOP PRODUCER
Registration Number:	1189289	MONDAY MORNING MEMO
Registration Number:	1175581	PIG TALES
Registration Number:	1130603	LIVESTOCK EXTRA
Registration Number:	1130602	COTTON EXTRA
Registration Number:	1087723	MAILBOX SHOPPING
Registration Number:	879118	ADA THE AYRSHIRE
Registration Number:	827389	THE MAGAZINE OF AMERICAN AGRICULTURE
Registration Number:	792961	BEEF EXTRA
Registration Number:	792956	DAIRY EXTRA
Registration Number:	775394	THE COUNTRYSIDE PRESS
Registration Number:	740937	HOG EXTRA
Registration Number:	513620	FARM JOURNAL
Serial Number:	75483409	I SOLD THE BEST

CORRESPONDENCE DATA

Fax Number: (215)564-8120
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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

ATTORNEY DOCKET NUMBER:	119700-0043
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NAME OF SUBMITTER:	Kyle Gibson
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Total Attachments: 3
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RELEASE OF SECURITY INTEREST IN
TRADEMARKS AND TRADEMARK APPLICATIONS

WHEREAS, FARM JOURNAL, INC. with offices at 1818 Market Street, Philadelphia, Pennsylvania 19118 (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 2015, Frame 0093 (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

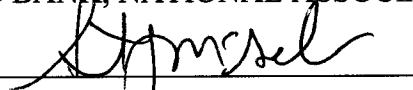
WHEREAS, Bank is releasing Grantor from the Obligations, and Bank's security interest is being terminated and cancelled concurrently herewith;

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

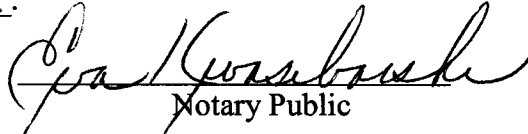
By



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. MAGEHRIN, 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]

NOTARIAL SEAL EVA KWASIBORSKI, Notary Public City of Philadelphia, Phila. County My Commission Expires March 9, 2007

Exhibit A

A. Registered Trademarks

<u>Registration Number</u>	<u>Trademark</u>	<u>Registration Date</u>
2,214,665	Profit Edge	12/29/98
2,200,798	Profit Edge	10/27/98
2,241,369	Country Kids	4/20/99
2,229,716	Outdoors Today	7/24/97
2,188,633	Forage Today	9/8/98
1,984,876	Pig 'N Pork 2000	7/2/96
1,544,030	Wheat Today	6/13/89
1,533,776	Soybeans Today	4/4/89
1,533,775	Corn Today	4/4/89
1,505,860	Cotton Today	9/27/88
1,479,593	Dairy Today	3/8/88
1,476,845	Hogs Today	2/16/88
1,476,844	Beef Today	2/16/88
1,467,324	Pig Tales	12/1/87
1,438,016	Top Producer	4/28/87
1,189,289	Monday Morning Memo	2/9/82
1,175,581	Pig Tales	10/27/81
1,130,603	Livestock Extra	2/5/80
1,130,602	Cotton Extra	2/5/80
1,087,723	Mailbox Shopping	3/21/78
879,118	ADA The Ayrshire	10/21/69
827,389	The Magazine of American Agriculture	4/11/67
792,961	Beef Extra	7/20/65
792,956	Dairy Extra	7/20/65
775,394	The Countryside Press	8/18/64
740,937	Hog Extra	11/20/62
513,620	Farm Journal	8/16/49

B. Trademark Applications

<u>Serial Number and Status</u>	<u>Trademark</u>	<u>Filing Date</u>
75-483409	I Sold the Best	5/12/98