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Tab settings



102371052

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Rodale, Inc.

10-29-02

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: Anne Kreamer, Inc.

Internal Address:

Street Address: 41 Second Place

City: Brooklyn State: NY Zip: 11231

Individual(s) citizenship

Association

General Partnership

Limited Partnership

Corporation-State New York

Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from this assignment)
Additional name(s) & address(es) attached? Yes No

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FINANCE SECTION

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: 10/2/02

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

78/113,315

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Anthony H. Handal

Internal Address: Handal & Morofsky

Street Address: 80 Washington St.

City: Norwalk State: CT Zip: 06854

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41).....\$ 40.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

08-0570

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Anthony H. Handal

Name of Person Signing

Signature

10/22/02

Date

Total number of pages including cover sheet, attachments, and document:

3

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Documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
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TRADEMARK
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32 EAST MINOR STREET
EMMAUS, PENNSYLVANIA 18046-0098 PHONE: 610 967-6171 FAX: 610 967-8693 www.rodale.com

For good and valuable consideration, the receipt of which is hereby acknowledged, Rodale Inc. does hereby assign, set over and transfer to Anne Kreamer, Inc. all of its right title and interest in the trademark "FIX" (including without limitation all of its right, title and interest in the trade name, trade dress, service mark and goodwill associated therewith) on a sole, exclusive and irrevocable basis in perpetuity.

RODALE, INC.

By: Thomas P. Haled

Its: SVP/CMO

Date: 10/2/02