

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rodale Inc.	Rodale Press, Inc.	10/27/2004	CORPORATION: PENNSYLVANIA

RECEIVING PARTY DATA	
Name:	God's Love We Deliver, Inc.
Street Address:	166 Avenue of the Americas
City:	New York
State/Country:	NEW YORK
Postal Code:	10013
Entity Type:	Not for profit corporation: NEW YORK

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	1955881	RACE TO DELIVER

CORRESPONDENCE DATA	
Fax Number:	(212)983-8903
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	palersp@aol.com
Correspondent Name:	Sheldon Palmer
Address Line 1:	630 Third Avenue
Address Line 4:	New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	1121-11A
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NAME OF SUBMITTER:	Sheldon Palmer
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Total Attachments: 1 source=1121-11A assignment2#page1.tif
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OP \$40.00 1955881

ASSIGNMENT

WHEREAS, RODALE INC., formerly known as Rodale Press, Inc., a Pennsylvania corporation, having a place of business at 733 Third Avenue, New York, NY 10017 is the owner of the service mark and the registration thereof now registered in the United States Patent and Trademark Office:


<u>Service Mark</u>	<u>Reg. No.</u>	<u>Date of Reg.</u>
RACE TO DELIVER	1,955,881	February 13, 1996

WHEREAS, GOD'S LOVE WE DELIVER, INC., a New York not-for-profit corporation having a place of business at 166 Avenue of the Americas, New York NY 10013 is desirous of acquiring said service mark and the registration thereof;

NOW, THEREFORE, in consideration of the sum of One (\$1.00) Dollar and other good and valuable consideration, receipt of which is hereby acknowledged, RODALE INC., f/k/a RODALE PRESS, INC. does hereby sell, transfer and assign unto the said GOD'S LOVE WE DELIVER, INC. all right, title and interest in and to the service mark and the U.S. registration thereof, together with the goodwill of the business symbolized by said mark and the registration thereof.

Signed at New York, New York, this ^{27th} day of ^{October} ~~September~~, 2004.

RODALE INC.

By: 
THOMAS BEUSSE