

6/28/04

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07-02-2004

Docket No.: D9

SDF 04-12



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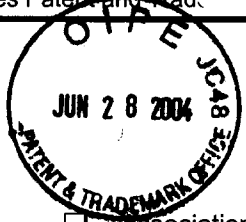
Tab settings

To the Director of the United States Patent and Trademark Office

original documents or copy thereof.

1. Name of conveying party(ies):

Rodale Inc.



- Individual(s)
- General Partnership
- Corporation-State Pennsylvania
- Other

Additional names(s) of conveying party(ies) Yes No

2. Name and address of receiving party(ies):

Name: American Discovery Trail Society

Internal Address:

Street Address: 107 Pleasant Street NW

City: Vienna State: VA ZIP: 22180

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

If assignee is not domiciled in the United States, a domestic designation is Yes N
(Designations must be a separate document from Additional name(s) & address(es) Yes N

3. Nature of conveyance:

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

Execution Date: 6/18, 2004

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,814,125

Additional numbers Yes No

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

Name: Charles W. Sloan

Internal Address: Sloan and Swedish

Street Address: 107 Pleasant Street NW

07/01/2004 MGETACHE 00000056 1814125

01 FC:8521

40.00 OP

City: Vienna State: VA ZIP: 22180

6. Total number of applications and registrations involved:.....

2

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

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

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.

Charles W. Sloan

Name of Person Signing

Charles W. Sloan

Signature

6.18.04

Date

Total number of pages including cover sheet, attachments, and

3

Mail documents to be recorded with required cover sheet information to:
Mail Stop Recordation Services
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ASSIGNMENT

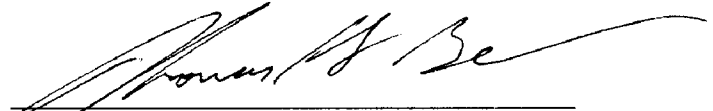
WHEREAS, RODALE INC. ("Assignor"), a Pennsylvania corporation with an address at 33 East Minor Street, Emmaus, Pennsylvania 18098, is the owner of U.S. Trademark Registration No . 1,814,125 for the trademarks AMERICAN DISCOVERY TRAIL and AMERICAN DISCOVERY TRAIL & Design ("the Marks"); and

WHEREAS, AMERICAN DISCOVERY TRAIL SOCIETY ("Assignee"), a Virginia corporation with an address at 107 Pleasant Street, N.W., Vienna, Virginia 22180, is desirous of acquiring said Marks, the registrations therefor and the goodwill appurtenant to the Marks;

NOW, THEREFORE, in exchange for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks and above-identified registrations therefor, together with the goodwill of the business symbolized by the Marks in the United States.

RODALE INC.

By:



Name: THOMAS R. BEUSSE

Title: SR VP.

Date:

10/19/01

AMERICAN DISCOVERY TRAIL SOCIETY

By:



Date:

6-18-04