

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rodale Inc.		06/18/2012	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	RB Media, LLC		
Street Address:	2900 West Olympic Blvd., 3rd Floor		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	85562709	3V	
Serial Number:	85562728	3VCHANNEL	
Serial Number:	85601692	3 V VIGOR. VERVE. VITALITY.	
Serial Number:	85601721	3 V FITNESS	
Serial Number:	85601740	3 V HEALTH	
Serial Number:	85601758	3 V	
Serial Number:	85601777	VIGOR. VERVE. VITALITY.	
CORRESPONDENCE DATA			
Fax Number:	2023314308		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	202.293.7060		
Email:	tm@sughrue.com, vmullineaux@sughrue.com		
Correspondent Name:	Kevin G. Smith/Sughrue Mion, PLLC		
Address Line 1:	2100 Pennsylvania Avenue, NW		
Address Line 2:	Suite 800		

OP \$190.00 85562709

Address Line 4: Washington, DISTRICT OF COLUMBIA 20037

ATTORNEY DOCKET NUMBER:	801315/ASSIGNMENT
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NAME OF SUBMITTER:	Kevin G. Smith
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Signature:	/Kevin G. Smith/
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Date:	06/18/2012
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Total Attachments: 2 source=801315 Trademark Assignment#page1.tif source=801315 Trademark Assignment#page2.tif
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TRADEMARK ASSIGNMENT

WHEREAS, Rodale Inc., a corporation organized and existing under the laws of Pennsylvania (hereinafter referred to as "Assignor"), has adopted, used and applied to register in the U. S. Trademark Office the trademarks listed in attached Schedule A (the "Trademarks");

WHEREAS, RB Media, LLC, a limited liability company organized and existing under the laws of Delaware, with an address of 2900 West Olympic Blvd., 3rd Floor, Santa Monica, California 90404, and a successor to a portion of the business to which the marks pertain, which business is ongoing and existing (hereinafter referred to as "Assignee"), is desirous of acquiring said Trademarks, the applications thereof, and the goodwill and rights appurtenant thereto; and

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged and agreed, Assignor does hereby assign unto Assignee, all right, title and interest in and to the said Trademarks, together with the goodwill of the business symbolized by the Trademarks, and the identified applications as set forth in attached Schedule A.

Executed this 18th day of June, 2012.

By:


RODALE INC.

Paul A. McGinley
EVP, General Counsel and CAO

SCHEDULE A

Serial No.	Mark	Filing Date
85/562,709	3V	March 7, 2012
85/562,728	3VCHANNEL	March 7, 2012
85/601,692	3V VIGOR. VERVE. VITALITY & Design)	April 18, 2012
85/601,721	3V FITNESS & Design	April 18, 2012
85/601,740	3V HEALTH & Design	April 18, 2012
85/601,758	3V Design	April 18, 2012
85/601,777	VIGOR. VERVE. VITALITY	April 18, 2012