

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.		05/06/2013	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Rodale Institute		
Street Address:	611 Siegfriedale Road		
City:	Kutztown		
State/Country:	PENNSYLVANIA		
Postal Code:	19530		
Entity Type:	non-profit corporation: PENNSYLVANIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3875460	TREE AS A CROP	
Registration Number:	3866176	TREE AS A CROP	
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		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037		
ATTORNEY DOCKET NUMBER:	800648/ASSIGNMENT		
NAME OF SUBMITTER:	Kevin G. Smith		
Signature:	/Kevin G. Smith/		
Date:	05/07/2013		
Total Attachments: 1 source=TM Assignment#page1.tif			

OP \$65.00 3875460

**TRADEMARK ASSIGNMENT**

**WHEREAS**, Rodale Inc., a corporation of Pennsylvania, with an address of 400 South 10<sup>th</sup> Street, Emmaus, Pennsylvania 18098-0088 (the "Assignor"), is the owner of the trademarks TREE AS A CROP & Design; and TREE AS A CROP (the "Marks");

**WHEREAS**, Assignor is the owner of U.S. Trademark Registration No. 3,875,460 for the mark TREE AS A CROP & Design; and U.S. Registration No. 3,866,176 for the mark TREE AS A CROP; and

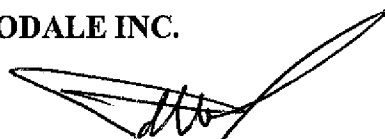
**WHEREAS**, Rodale Institute, a not-for-profit corporation of Pennsylvania, with an address at 611 Siegfriedale Road, Kutztown, Pennsylvania 19530 (the "Assignee"), is desirous of acquiring said Marks and the registrations thereof;

**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 the identified registrations, together with the goodwill of the business symbolized by the Marks.

Dated: 5/6/13

By:

**RODALE INC.**



Name: Paul A. McGinley, Esq.  
Title: SVP, General Counsel & CAO