

## 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.		07/24/2013	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Starz Entertainment, LLC		
Street Address:	8900 Liberty Circle		
City:	Englewood		
State/Country:	COLORADO		
Postal Code:	80112		
Entity Type:	LIMITED LIABILITY COMPANY: COLORADO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85679372	THE SPARTACUS WORKOUT	
Registration Number:	3910229	THE SPARTACUS WORKOUT	
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, Esq./Sughrue Mion, PLLC		
Address Line 1:	2100 Pennsylvania Avenue, N.W.,		
Address Line 2:	Suite 800		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037		
ATTORNEY DOCKET NUMBER:	800634/SPARTACUS		
NAME OF SUBMITTER:	Kevin G. Smith		
Signature:	/Kevin G. Smith/		

TRADEMARK

Date:

07/25/2013

Total Attachments: 2

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**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"), has adopted, used, and is using, and is the owner of the trademark THE SPARTACUS WORKOUT.

**WHEREAS**, Assignor is the owner of U.S. Trademark Registration No. 3,910,229 for the mark THE SPARTACUS WORKOUT; and U.S. Application No. 85/679,372 for the mark THE SPARTACUS WORKOUT; the particulars associated with these Marks are set out on the attached schedule.

**WHEREAS**, Starz Entertainment, LLC, a limited liability corporation of Colorado, with an address at 8900 Liberty Circle, Englewood, CO 80112 (the "Assignee"), is desirous of acquiring said Marks and the application and registration 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 application and registration, together with the goodwill of the business symbolized by the Marks.

Dated: 7/24/13

By:

**RODALE INC.**



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

**SCHEDULE**

<b>Registration No./Application No.</b>	<b>Mark</b>	<b>Registration Date/Filing Date</b>
3,910,229	THE SPARTACUS WORKOUT	01/25/2011
85/679,372	THE SPARTACUS WORKOUT	07/17/2012