

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.		11/19/2013	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	RODALE'S LLC		
Street Address:	400 South 10th Street		
City:	Emmaus		
State/Country:	PENNSYLVANIA		
Postal Code:	18098-0099		
Entity Type:	LIMITED LIABILITY COMPANY: PENNSYLVANIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4408235	RODALE'S ESTABLISHED 1942	
Registration Number:	4412002	RODALE'S	
CORRESPONDENCE DATA			
Fax Number:	2022937860		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	2022937060		
Email:	tm@sughrue.com		
Correspondent Name:	KEVIN G. SMITH/SUGHRUE MION, PLLC		
Address Line 1:	2100 PENNSYLVANIA AVENUE, N.W.		
Address Line 4:	WASHINGTON, DISTRICT OF COLUMBIA 20037		
ATTORNEY DOCKET NUMBER:	801377		
NAME OF SUBMITTER:	Kevin G. Smith		
Signature:	/kevin g. smith/		
Date:	11/20/2013		
Total Attachments: 1 source=Rodale assignment#page1.tif			

OP \$65.00 4408235

**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 RODALE'S ESTABLISHED 1942 & Design; and RODALE'S (the "Marks");

**WHEREAS**, Assignor is the owner of U.S. Trademark Registration No. 4,408,235 for the mark RODALE'S ESTABLISHED 1942 & Design; and U.S. Registration No. 4,412,002 for the mark RODALE'S; and

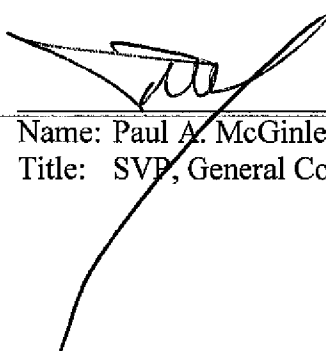
**WHEREAS**, Rodale's LLC, a limited liability company of Pennsylvania, with an address at 400 South 10<sup>th</sup> Street, Emmaus, Pennsylvania 180980099 (the "Assignee"), is desirous of acquiring said Marks and the registrations thereof;

**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.

**RODALE INC.**

Dated: Nov 19, 2013

By:



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