

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM321296

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rodale, Inc.		07/21/2014	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Zinc Ink, Inc.		
Street Address:	744 Greenwich St.		
Internal Address:	#4		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10014		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 20			
Property Type	Number	Word Mark	
Serial Number:	77979768	WEAR THIS NOT THAT	
Serial Number:	77371136	WEAR THIS NOT THAT	
Serial Number:	78170120	EAT THIS NOT THAT	
Serial Number:	77371063	BUY THIS NOT THAT	
Serial Number:	77371098	SAY THIS NOT THAT	
Serial Number:	85001967	COOK THIS NOT THAT	
Serial Number:	77982492	COOK THIS NOT THAT	
Serial Number:	77369884	COOK THIS NOT THAT	
Serial Number:	77369870	DRINK THIS NOT THAT	
Serial Number:	77982612	DRINK THIS NOT THAT	
Serial Number:	77369857	DRINK THIS NOT THAT!	
Serial Number:	77975360	BUY THIS NOT THAT	
Serial Number:	77371120	SAY THIS, NOT THAT!	
Serial Number:	77430985	GOSEETHIS NOTTHAT	
Serial Number:	77430974	READTHIS NOTTHAT	
Serial Number:	77369917	EAT THIS, NOT THAT	
Serial Number:	77562018	EAT THIS NOT THAT	
Serial Number:	77540266	EAT THIS NOT THAT	
TRADEMARK			

OP \$515.00 77979768

Property Type	Number	Word Mark
Serial Number:	77684220	EAT THIS NOT THAT
Serial Number:	77369897	EAT THIS NOT THAT

CORRESPONDENCE DATA

Fax Number:

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 888-762-4511
Email: aschwartz@schwartzip.com
Correspondent Name: Adam E. Schwartz, Esq.
Address Line 1: 244 5th Ave.
Address Line 2: #2157
Address Line 4: New York, NEW YORK 10001

NAME OF SUBMITTER:	Adam E. Schwartz
SIGNATURE:	/adam e schwartz/
DATE SIGNED:	10/27/2014

Total Attachments: 3
source=Zinc Ink Inc Assignment Page 1#page1.tif
source=Zinc Ink Inc Assignment Page 2#page1.tif
source=Zinc Ink Inc Assignment Page 3#page1.tif

UNITED STATES TRADEMARK ASSIGNMENT

WHEREAS, Rodale, Inc. (hereinafter called the "Assignor") is the owner of those certain trademarks for which a registration has been obtained in the United States Patent and Trademark Office, as set forth on the attached Schedule F-1 (hereinafter referred to as "the Marks"); and

WHEREAS, Zinc Ink Inc., a New York corporation, having a mailing address at 744 Greenwich Street #4, New York, New York 10014 (hereinafter called the "Assignee"), desires to acquire the entire right, title and interest in and to the Marks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, transfer and convey to Assignee all right, title and interest in and to the Marks.

IN WITNESS THEREOF, the parties hereto have caused this Agreement to be executed and delivered by their respective officer or officers thereunto duly authorized.

Dated: July 21, 2014

Assignor: RODALE INC.

By: 
Name and Title: THOMAS A POWELL EVP/COO

Dated: July 21, 2014

Assignee: ZINC INK INC.

By: _____
Name and Title: _____

UNITED STATES TRADEMARK ASSIGNMENT

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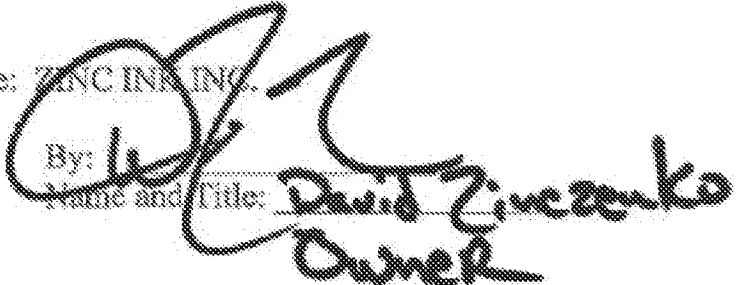
Dated: July 21, 2014

Assignor: RODALE INC.

By: _____
Name and Title: _____

Dated: July 21, 2014

Assignee: ZINC INK INC.

By: 
Name and Title: David Zuczenko
Owner

SCHEDULE F-1

Trademark	Reg. No.	Reg. Date
BUY THIS NOT THAT	3,962,105	05/17/2011
BUY THIS NOT THAT	3,492,564	08/26/2008
COOK THIS NOT THAT	4,064,863	11/29/2011
COOK THIS NOT THAT	3,971,682	05/31/2011
COOK THIS NOT THAT	4,057,049	11/15/2011
DRINK THIS NOT THAT	4,068,758	12/06/2011
DRINK THIS NOT THAT	4,099,602	02/14/2012
DRINK THIS NOT THAT!	3,488,025	08/19/2008
EAT THIS NOT THAT	3,598,406	03/31/2009
EAT THIS NOT THAT	3,672,976	08/25/2009
EAT THIS NOT THAT	3,033,225	12/20/2005
EAT THIS, NOT THAT	3,541,556	12/02/2008
EAT THIS NOT THAT	3,484,505	08/12/2008
EAT THIS NOT THAT	3,656,906	07/21/2009
GOSEETHIS NOTTHAT	3,527,091	11/04/2008
READTHIS NOTTHAT	3,530,469	11/11/2008
SAY THIS NOT THAT	3,962,106	05/17/2011
SAY THIS, NOT THAT!	3,511,336	10/07/2008
WEAR THIS NOT THAT	3,829,881	08/03/2010
WEAR THIS NOT THAT	3,861,277	10/12/2010