

*MFD*  
*10-20-99*

**RECORDATION FORM COVER SHEET**  
**TRADEMARKS ONLY**

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Washington, D.C. 20231

*D*

10-27-1999



101184465

Sir:

Please record the original documents or copy thereof.

1. Name of conveying party(ies): EGW International Corporation (a California corporation)  
Additional Names Attached?  Yes  No

2. Name and address of receiving party(ies)  
Rodale Inc. (A Pennsylvania corporation)  
33 East Minor Street  
Emmaus, Pennsylvania 18098  
Additional Names Attached?  Yes  No



10-20-1999

U.S. Patent & TMOfc/TM Mail Rcpt Dt. #26

3. Nature of Conveyance:

Assignment  Security Agreement  
 Merger  Change of Name  
 Other \_\_\_\_\_

Execution Date: October 4, 1999

4. Application number(s) or trademark number(s):

Reg. No. 1,972,030

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Kevin G. Smith, Esq.  
SHOEMAKER AND MATTARE, LTD.  
2001 Jefferson Davis Highway - Suite 1203  
Arlington, Virginia 22202  
(703) 415-0810

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$ 40.00  
 Enclosed  
 Authorized to be charged to Deposit Account (if necessary)

8. Deposit Account No.: 19-2110  
(Attached duplicate copy of this page if paying by deposit account)

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Kevin G. Smith  
Name of Person Signing

*Kevin G. Smith*  
Signature

10-19-99  
Date

Total Number of pages including cover sheet, attachments, and document: 3

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00000303 1972030  
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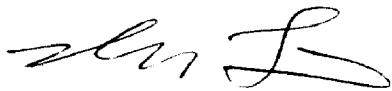
ASSIGNMENT

WHEREAS, EGW International Corporation ("Assignor"), a California corporation, whose address is 1041 Shary Circle, Concord, California 94518, has adopted, used and is using the following mark, which is registered in the United States Patent and Trademark Office: ORGANIC LIVING, Registration No. 1,972,030, registered April 30, 1996;

WHEREAS, Rodale Inc., ("Assignee") a Pennsylvania corporation, doing business at 33 East Minor Street, Emmaus, Pennsylvania 18098, is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above-identified registration thereof.

EGW INTERNATIONAL CORPORATION

By:   
Wayne Lin  
President

Date: Oct. 4 1999

EXHIBIT A