



**ASSIGNMENT**

**WHEREAS, ENVIRONMENTAL RECREATION HOLDINGS, INC. ("Assignor"), a Delaware corporation, whose address is 103 Springer Bldg., First Floor, Concord Plaza, 3411 Silverside Road, Wilmington, Delaware 19810, has adopted, used and is using the following mark, which is registered in the United States Patent and Trademark Office: ANYPLACE WILD, Registration No. 2,128,967, registered January 13, 1998;**

**WHEREAS, RODALE INC. ("Assignee"), a corporation of the Commonwealth of Pennsylvania, whose address is 33 East Minor Street, Emmaus, Pennsylvania 18098-0099, 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.**

ENVIRONMENTAL RECREATION  
HOLDINGS, INC.

By: *Kenn D. Seave*

Printed Name: Kenn D. Seave

Title: Chief Financial Officer

Date: 11/29/99

RECORDED: 12/07/1999

TRADEMARK  
REEL: 002000 FRAME: 0319