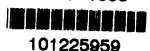
3.

P1U-1094 VI RECURPATION CORNER Rev. 6-93 **Assistant Commissioner for Trademarks** Washington, D.C. 20231 Sir:

TRADEMARKS ONLY

Patent

12-17-1999



Please record the original documents or copy thereof.

Name of conveying party(ies): Environmental Recreation Holdings, Inc. (a Delaware corporation)

Additional Names Attached? __Yes X_No

2. Name and address of receiving party(ies) Rodale Inc. (a Pennsylvania corporation) 33 East Minor Street Emmaus, Pennsylvania 18098-0099

12-07-1999 U.S. Patent & TMOle/TM Mell Rept Dt. #86

Additional Names Attached? __Yes X_No

| Х. | Assignment | _ | Security Agreement |
|----|------------|---|--------------------|
| _ | Merger | | Change of Name |
| | Other | | |

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

11-29-99

Reg. No. 2,128,967

Execution Date:_

Nature of Conveyance:

Additional numbers attached? __Yes X_No

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

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

- Total number of applications and registrations involved: 1_ 6.
- Total fee (37 CFR 3.41) \$ 40.00 7. X_ Enclosed X Authorized to be charged to Deposit Account (if necessary)
- Deposit Account No.: 19-2110 8. (Attached duplicate copy of this page if paying by deposit account)
- Statement and signature. 9.

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 | fever Jones | |
|------------------------|-------------|--|
| Name of Person Signing | Signature | |
| 12/7/99 | | |

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

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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.

Bv:

Printed Name:

Title:

Financial O

Date:

11/39/90

TRADEMARK
RECORDED: 12/07/1999 REEL: 002000 FRAME: 0319