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
Fitness Publishing, Inc.		02/22/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Rodale Inc.
Street Address:	33 East Minor Street
City:	Emmaus
State/Country:	PENNSYLVANIA
Postal Code:	18098-0099
Entity Type:	CORPORATION: PENNSYLVANIA

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Serial Number:	76644998	SHOEGUY
Registration Number:	2323902	RUNNING TIMES

CORRESPONDENCE DATA

Fax Number: (202)331-4308

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 202-293-7060

Email: ksmith@sughrue.com, vmullineaux@sughrue.com

Correspondent Name: Kevin G. Smith

Address Line 1: 2100 Pennsylvania Avenue, N.W.

Address Line 2: Suite 800

Address Line 4: Washington, DISTRICT OF COLUMBIA 20037

ATTORNEY DOCKET NUMBER:	800649/ASSIGNMENT	
NAME OF SUBMITTER:	Kevin G. Smith	
Signature:	/Kevin G. Smith/	
	TRADEMARK	

TRADEMARK
REEL: 003508 FRAME: 0319

900072704

36677991

CH \$65

Date:	03/27/2007
Total Attachments: 3	
source=800649.assignment#page1.tif	
source=800649.assignment#page2.tif	
source=800649.assignment#page3.tif	

EXECUTION COPY

ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS

Fitness Publishing, Inc., a Delaware corporation ("Assignor"), for good and valuable consideration, receipt of which is hereby acknowledged, by these presents does hereby irrevocably assign, transfer and convey, free from all restrictions and limitations, unto Rodale Inc., a Pennsylvania corporation ("Assignee"), its successors and assigns, the entire right, title and interest in and to all of Assignor's trademarks and service marks that relate to the business of publishing Running Times Magazine, together with the goodwill attendant thereto and/or symbolized by such trademarks and service marks, including but not limited to all of the trademarks and service marks registered, or the subject of an application for registration, in the United States Patent and Trademark Office, as listed on Schedule A annexed hereto, together with any and all renewals and extensions thereof, along with any and all claims for past infringement, and the right to initiate suit and obtain damages and other forms of relief, both legal and equitable, arising from infringement, misappropriation or other violation whether prior to or subsequent to the date hereof, of any of such trademarks and service marks, or of any proprietary or other rights in any or all such trademarks and service marks.

TO HAVE AND TO HOLD the aforementioned properties, assets and rights unto Assignee, its successors and assigns, to and for its use forever.

Notwithstanding the foregoing, Assignor is not hereby assigning, transferring or conveying unto Assignee any of its right, title or interest in or to the name Fitness Publishing or any derivation thereof.

[SIGNATURE ON FOLLOWING PAGE]

281788.3

IN WITNESS WHEREOF, Assignor has caused this instrument to be duly executed as of February 22, 2007.

Fitness Publishing, Inc.

Name: Carter F. Bales
Title: Chairman and Chief Executive Officer

<u>ACKNOWLEDGEMENT</u>

State of New York County of Hew Ynic

On the dist day of Tehring in the year 407 before me, the undersigned, personally appeared personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is (are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument.

Notary Public

JANE A. DWYER Notary Public, State of New York No. 31-4889935 Qualified in New York County Commission Expires April 20, 2007

Signature page to Assignment of Trademarks and Service Marks

Schedule A

List of Assigned Trademarks and Service Marks

Title	Filing Date	Registration Date	Registration Number
RUNNING TIMES	1/26/99	2/29/00	2,323,902

Application for Trademark "SHOEGUY" - Serial No. 76644998

281788.3

RECORDED: 03/27/2007