

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM442063

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	06/19/2013		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
RB Media, LLC		08/29/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Rodale Inc.		
Street Address:	400 South 10th Street		
City:	Emmaus		
State/Country:	PENNSYLVANIA		
Postal Code:	18098		
Entity Type:	Corporation: PENNSYLVANIA		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	4260536	3V	
Registration Number:	4260814	3 V FITNESS	
Registration Number:	4263776	3 V VIGOR. VERVE. VITALITY.	
Registration Number:	4263777	3 V HEALTH	
Registration Number:	4263778	3 V	
Registration Number:	4263779	VIGOR. VERVE. VITALITY.	
Registration Number:	4353072	WOMAN V. WORKOUT	
CORRESPONDENCE DATA			
Fax Number:	2023314308		
<i>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.</i>			
Phone:	202.293.7060		
Email:	tm@sughrue.com, vmullineaux@sughrue.com		
Correspondent Name:	Jody H. Drake/Sughrue Mion, PLLC		
Address Line 1:	2100 Pennsylvania Avenue, N.W.		
Address Line 2:	Suite 800		
Address Line 4:	Washington, D.C. 20037		
ATTORNEY DOCKET NUMBER:	800051/RB Media Assignmt		

OP \$190.00 4260536

NAME OF SUBMITTER:	Jody H. Drake
SIGNATURE:	/Jody H. Drake/
DATE SIGNED:	09/06/2017
Total Attachments: 2 source=Trademark Assignment Nunc Pro Tunc RB Media LLC to Rodale Inc#page1.tif source=Trademark Assignment Nunc Pro Tunc RB Media LLC to Rodale Inc#page2.tif	

NUNC PRO TUNC TRADEMARK ASSIGNMENT

WHEREAS, RB Media, LLC, a limited liability company organized and existing under the laws of Delaware (hereinafter referred to as "Assignor"), has adopted, used, and is using, the trademarks listed on affixed Schedule A, all of which have been accorded registration by the U.S. Patent and Trademark Office (the "Trademarks"); and

WHEREAS, Rodale Inc., a corporation organized and existing under the laws of Pennsylvania, with a business address of 400 South 10th Street, Emmaus, Pennsylvania 18098 (hereinafter referred to as "Assignee"), is desirous of acquiring said Trademarks, the registrations therefor, and the goodwill appurtenant to the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged and agreed, Assignor does hereby sell, assign and transfer unto Assignee, *nunc pro tunc* as of June 19, 2013, all right, title and interest in and to the said Trademarks, together with the goodwill of the business symbolized by the Trademarks, and the identified registrations as set forth herein.





Executed this 29th day of August, 2017.

RB MEDIA, LLC

By: 

Paul A. McGinley
Executive Vice-President and General
Counsel, Rodale Inc.
Liquidating Agent, RB Media, LLC

SCHEDULE A

<u>Registration No.</u>	<u>Mark</u>	<u>Registration Date</u>
4260536	3V	December 18, 2012
4260814	 fitness	December 18, 2012
4263776	 vigor. verve. vitality.	December 25, 2012
4263777	 health	December 25, 2012
4263778		December 25, 2012
4263779	VIGOR. VERVE. VITALITY.	December 25, 2012
4353072	WOMAN V. WORKOUT	June 18, 2013