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10-20-99

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

U.S. Dept. of Commerce
Patent and Trademark Office

Assistant Commissioner for Trademarks
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 & TMO/c/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

TRADEMARK FEE PROCESS.
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FC:481

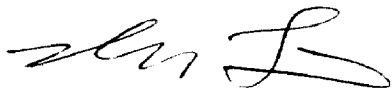
ASSIGNMENT

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