

TRADEMARK ASSIGNMENT

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
Rodale, Inc.		05/15/2007	CORPORATION:

RECEIVING PARTY DATA	
Name:	Cruz Bay Publishing, Inc.
Street Address:	300 N. Continental Blvd
Internal Address:	Suite 650
City:	El Segundo
State/Country:	CALIFORNIA
Postal Code:	90245
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 29

Property Type	Number	Word Mark
Registration Number:	3012408	60 MINUTE FIXES
Registration Number:	3073207	ADVENTURES NYC
Registration Number:	2653114	ANYPLACE WILD
Registration Number:	2128967	ANYPLACE WILD
Registration Number:	1201101	BACKPACKER
Registration Number:	2595283	BACKPACKER
Registration Number:	2823003	BACKPACKER MAGAZINE'S BOOT CAMP
Registration Number:	2460850	BACKPACKER.COM
Registration Number:	3012414	BASECAMP
Registration Number:	3012409	DESKTOP EXPLORER
Registration Number:	2136379	GEARFINDER
Registration Number:	2872923	GET OUT MORE
Registration Number:	2899274	GET OUT MORE

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Registration Number:	3016484	HOLLYWOOD HIKES
Registration Number:	3012407	IN MY PACK
Registration Number:	3125244	SMART CHART
Registration Number:	3012412	START SMART
Registration Number:	2876172	TAKE A HIKE!
Registration Number:	3012413	THE FIX
Registration Number:	2719218	THE MAGAZINE OF WILDERNESS TRAVEL
Registration Number:	2997600	THE OUTDOORS AT YOUR DOORSTEP
Registration Number:	3012410	TIME2GO
Registration Number:	3012411	TRIP DOCTOR
Registration Number:	3109057	UNDER THE STARS
Registration Number:	2985209	WAYPOINTS
Registration Number:	3041019	WE BREAK THINGS SO YOU DON'T HAVE TO
Serial Number:	78359545	GPS-ENABLED
Serial Number:	78359529	GPS-ENABLED MAGAZINE
Serial Number:	78964006	TRAIL TOURS

CORRESPONDENCE DATA

Fax Number: (202)659-1559
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 734-623-1938
Email: trademark@dickinson-wright.com
Correspondent Name: John C. Nishi
Address Line 1: 1901 L Street N.W.
Address Line 2: Suite 800
Address Line 4: Washington, DISTRICT OF COLUMBIA 20036-3506

NAME OF SUBMITTER:	Carolyn L. Conrad
Signature:	/Carolyn L. Conrad/
Date:	07/03/2007

Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS, Rodale Inc., a Pennsylvania corporation with its principal place of business located at 33 East Minor Street, Emmaus, Pennsylvania 18098-0099 ("Assignor"), has adopted and is using, or intends to use, the trademarks identified in Schedule A to this Trademark Assignment (the "Marks"), and is the owner of the trademark registrations and applications for registration in the United States Patent and Trademark Office for the Marks as identified in Schedule A (the "Registrations");

WHEREAS, Cruz Bay Publishing, Inc., Delaware corporation with its principal place of business located at 300 N. Continental Blvd., Suite 650, El Segundo, California 90245 ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Marks, the Registrations, and all the goodwill of the business symbolized by the Marks, as successor to the Business of the Assignor, as defined in the Asset Purchase Agreement referenced below, to which the Marks relate;

WHEREAS, Assignor and Assignee have agreed in an Asset Purchase Agreement dated May 15, 2007 that Assignor will assign to Assignee the Marks, the Registrations and all associated goodwill;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged by each party, Rodale Inc. hereby assigns to Cruz Bay Publishing, Inc. all of Rodale Inc.'s right, title and interest in and to the Marks, the Registrations, and the goodwill of the business symbolized by the Marks.

Executed on May 15, 2007

Rodale Inc.



By: STAN KALIN

Title: Chief Operating Officer