

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                              |  |
|------------------------------|--|
| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT                               |
| <b>NATURE OF CONVEYANCE:</b> | 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**

|                          |                           |
|--------------------------|---------------------------|
| <b>Name:</b>             | Cruz Bay Publishing, Inc. |
| <b>Street Address:</b>   | 300 N. Continental Blvd   |
| <b>Internal Address:</b> | Suite 650                 |
| <b>City:</b>             | El Segundo                |
| <b>State/Country:</b>    | CALIFORNIA                |
| <b>Postal Code:</b>      | 90245                     |
| <b>Entity Type:</b>      | 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                    |

CH \$740.00 3012408

|                      |          |                                      |
|----------------------|----------|--------------------------------------|
| 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  
source=Trademark\_Assign\_Cruz#page1.tif

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