

06-28-2002

U.S. Patent & TMO/TM Mail Rcpt. Dt. #57

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06-03-2002

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Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

QSP, Inc.

6-03-02

2. Name and Address of receiving party(ies)

Name: **Reiman Media Group, Inc.**

Address: 5400 S. 60th Street
Greendale, Wisconsin 53129-1404

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other

Execution Date: May 20, 2002

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,089,229

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Karl A. Scheider
The Reader's Digest Association, Inc.
Reader's Digest Road
Pleasantville, NY 10570-700

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41)..... \$ 40

- Enclosed
- Any deficiency is authorized to be charged to Deposit Account No. 18-0570

8. Deposit Account No. 18-0570

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.

Mark A. Sirota
Name of Person Signing

Signature

6/3/02
Date

06/28/2002 TBIAZI

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Total number of pages including cover sheet, attachments, and document: 4

Mail to: Patent and Trademark Office, Commissioner of Patents and Trademarks, Box Assignments, Washington, DC 20231

TRADEMARK
REEL: 002533 FRAME: 0324

ASSIGNMENT OF TRADEMARKS

This TRADEMARKS ASSIGNMENT is made this 20th day of May, 2002 by QSP, Inc., a Delaware corporation ("Assignor"), to Reiman Media Group, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor is the owner of the Trademarks set forth on Exhibit 1 hereto.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, transfers, conveys and assigns to Assignee all of Assignor's right, title and interest throughout the world in and to the Trademarks set forth on Exhibit 1 hereto, together with the associated goodwill and all applications, registrations, renewals, extensions, continuations, divisions and reissues relating thereto, all rights under licenses thereof and all rights to sue and recover for any and all past, present and future infringements of any of the Trademarks for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns and respective legal representatives, free and clear of all Encumbrances. Assignor hereby appoints Assignee and its successors, assigns and respective legal representatives as true and lawful attorneys of Assignor to execute such further documents and instruments, and do such other acts and things as may be necessary or appropriate to effect the intentions hereof.

QSP, Inc.


By: 
Name: Clifford H.R. DuPree
Title: Corporate Secretary

Exhibit 1

Mark	Reg. (App.) No.	Reg. (App.) Date	Goods and Services
HOMEMAKER SCHOOLS	2,089,229	08/19/1997	Educational services, namely, conducting culinary courses, and distributing course materials in connection therewith