

07-01-2002

U.S. Department of Commerce
Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies): QSP, Inc.</p> <p style="text-align: center; font-size: 2em;">6-3-02</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State <input type="checkbox"/> Delaware <input type="checkbox"/> Other</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>2. Name and Address of receiving party(ies)</p> <p>Name: Reiman Media Group, Inc.</p> <p>Address: 5400 S. 60th Street Greendale, Wisconsin 53129-1404</p>
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<p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other</p> <p>Execution Date: <u>May 20, 2002</u></p>	<p><input type="checkbox"/> Individual(s) citizenship <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State <u>Delaware</u> <input type="checkbox"/> Other</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
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<p>4. Application number(s) or registration number(s):</p> <table style="width: 100%;"> <tr> <td style="width: 50%;">A. Trademark Application No.(s)</td> <td style="width: 50%;">B. Trademark Registration No.(s)</td> </tr> <tr> <td></td> <td style="text-align: center;">2,248,663</td> </tr> </table> <p style="text-align: center;">Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>		A. Trademark Application No.(s)	B. Trademark Registration No.(s)		2,248,663
A. Trademark Application No.(s)	B. Trademark Registration No.(s)				
	2,248,663				

<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Karl A. Scheider The Reader's Digest Association, Inc. Reader's Digest Road Pleasantville, NY 10570-700</p> <p>06/28/2002 TDIAZ1 00000023 180570 2248663 01 FC:481 40.00 CH</p>	<p>6. Total number of applications and registrations involved: <u>1</u></p>
	<p>7. Total fee (37 CFR 3.41)..... \$ <u>40</u></p> <p><input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Any deficiency is authorized to be charged to Deposit Account No. 18-0570</p>
	<p>8. Deposit Account No. 18-0570</p> <p>(Attach duplicate copy of this page if paying by deposit account)</p>

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.

<p>Mark A. Sirota Name of Person Signing</p>	 Signature	<p>6/3/02 Date</p>
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Total number of pages including cover sheet, attachments, and document: 4

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

TRADEMARK
REEL: 002535 FRAME: 0312

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
WORLD WIDE COUNTRY TOURS	2,248,663	06/01/1999	Travel agency service, namely, conducting travel tours and excursions