

ASSIGNMENT OF TRADEMARKS

This TRADEMARKS ASSIGNMENT is made this 24th day of May, 2002 by World Wide Country Tours, LLC, a Delaware limited liability company ("Assignor"), to The Reader's Digest Association, Inc., a Delaware corporation ("Assignee").

WHEREAS, Reiman Holding Company, LLC, of which Assignor is a wholly-owned subsidiary ("Parent"), Assignee and certain equityholders of Parent are parties to an Asset Purchase Agreement (the "Purchase Agreement," capitalized terms used herein and not otherwise defined have the meanings ascribed thereto in the Purchase Agreement), dated as of March 21, 2002, pursuant to which, among other things, Parent is to cause Assignor to transfer certain Trademarks of Assignor to 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 and any other Trademarks owned by Assignor, 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.

WORLD WIDE COUNTRY TOURS, LLC


By: 
Name: THOMAS C. CURL
Title: PRESIDENT & CEO

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 |