REC



1021	39986	
To the Honorable Commissioner of Patents and Trademarks: Please reco	ord the attached original documents or copy thereof.	
1. Name of conveying party(ies): The Reader's Digest Association, Inc.	2. Name and Address of receiving party(ies)	
The Reader's Digest Association, Inc. 6-3-02	Name: QSP, Inc.	
Individual(s) Association General Partnership Limited Partnership X Corporation-State Delaware Other Additional name(s) of conveying party(ies) attached? Yes No	Address: Reader's Digest Road Pleasantville, New York 10570-7000	
3. Nature of conveyance:	Individual(s) citizenship	
X Assignment Merger	Association	
Security Agreement Change of Name	General Partnership	
Security Agreement Change of Name	Limited Partnership	
Other	X Corporation-State <u>Delaware</u> Other	
Execution Date: May 20, 2002	If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes _X_ No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes _X_ No	
4. Application number(s) or registration number(s):		
A. Trademark Application No.(s)	B. Trademark Registration No.(s)	
	2,248,663	
Additional numbers att	ached? _ Yes X No	
Name and address of party to whom correspondence concerning document should be mailed:	6. Total number of applications and registrations involved: 1	
	7. Total fee (37 CFR 3.41) \$ <u>40</u>	
Karl A. Scheider The Reader's Digest Association, Inc.	Enclosed	
Reader's Digest Road Pleasantville, NY 10570-700	X Any deficiency is authorized to be charged to Deposit Account No. 18-0570	
6/28/2002 TDIAZ1 00000022 180570 2248663	8. Deposit Account No. 18-0570	
1 FC:481 40.00 CH	(Attach duplicate copy of this page if paying by deposit account)	
DO NOT USI	E THIS SPACE	
9. Statement and signature. To the best of my knowledge and belief, the foregoing information the original document. Mark A. Sirota Name of Person Signing Signature	6/3/02	
	ver sheet, attachments, and document: 4	
Mail to: U.S. Patent and Trademark Office, Commissioner of Patents and Trademarks, Box Assignments, Washington, DC 20231		

ASSIGNMENT OF TRADEMARKS

This TRADEMARKS ASSIGNMENT is made this 20th day of May, 2002 by The Reader's Digest Association, Inc., a Delaware corporation ("Assignor"), to QSP, 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.

The Reader's Digest Association, Inc.

By:

Name: Clifford H.R. DuPree

Title: Vice President, Corporate Secretary and

Associate General Counsel

TRADEMARK REEL: 002535 FRAME: 0348

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

RECORDED: 06/03/2002

TRADEMARK REEL: 002535 FRAME: 0349