

Item 4 – Application number(s) or registration number(s)

| <u>Application Numbers</u> | <u>Registration Numbers</u> |
|--|---|
| 78/082,873; 78/108,876; 75/774,879; 76/253,763; 78/082,868; 78/082,864; 76/119,484; 78/091,179 | 2,221,084; 2,153,362; 2,086,668; 1,964,726; 2,377,842; 2,103,247; 2,439,147; 2,186,757; 2,090,269; 2,448,336; 2,092,243; 2,468,321; 2,270,614; 1,798,663; 2,105,457; 1,198,664; 2,254,570; 2,078,059; 2,017,018; 1,712,877; 2,541,101; 2,556,003; 1,747,772; 2,099,361; 1,938,857; 2,002,133; 2,113,908; 2,431,989; 2,166,005; 2,461,721; 2,203,245; 1,577,791 |

ASSIGNMENT OF TRADEMARKS

This TRADEMARKS ASSIGNMENT is made this ~~20th~~ day of May, 2002 by Reiman Publications, 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 I 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 I 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.

REIMAN PUBLICATIONS, LLC


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

Exhibit 1

| Mark | Reg. (App.) No. | Issue (Filing) Date | Goods | Next Action |
|--|-----------------|---------------------|--|-----------------------------------|
| ----- COWLENDAR | 2,221,084 | 02/02/1999 | Calendars | Declaration of use due 02/02/2005 |
| ___ PIG CALENDAR YOU NEVER SAUSAGE A CALENDAR | 2,153,362 | 04/28/1998 | Calendars | Declaration of use due 04/28/2004 |
| BARNS CALENDAR | 2,086,668 | 08/05/1997 | Calendars | Declaration of use due 08/05/2003 |
| BIRDS & BLOOMS | 1,964,726 | 03/26/1996 | Magazine on gardening and birding | Renewal due 03/26/2006 |
| BIRDS & BLOOMS | 2,377,842 | 08/15/2000 | Series of books on gardening and birding | Declaration of use due 08/15/2006 |
| BIRDS & BLOOMS | 2,103,247 | 10/07/1997 | Calendars | Declaration of use due 10/07/2003 |
| BIRDS & BLOOMS | 2,439,147 | 03/27/2001 | Mail order catalog services featuring general merchandise on gardening and birding | Declaration of use due 03/27/2007 |
| BIRDS & BLOOMS | (78/082,873) | (09/06/2001) | Dinnerware, namely plates, bowls, cups, saucers, platters, mugs, gravy boats, sugar and creamer, salt and pepper shakers; beverage glassware | |
| CLUCKENDAR | 2,186,757 | 09/01/1998 | Calendars | Declaration of |

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|---------------------|-----------------|---------------------|---|--------------------------------------|
| | | | | use due 09/01/2004 |
| COUNTRY CHURCHES | 2.090.269 | 08/19/1997 | Calendars | Declaration of use due 08/19/2003 |
| COUNTRY DISCOVERIES | 2.448.336 | 05/01/2001 | Magazine featuring travel and touring information | Declaration of use due 05/01/2007 |
| COUNTRY MILER | 2.092.243 | 08/26/1997 | Newsletter featuring touring and travel information | Declaration of use due 08/26/2003 |
| COUNTRY TRAVELER | 2.468.321 | 07/10/2001 | Magazines featuring travel and touring information | Declaration of use due 07/10/2007 |
| COUNTRY WOMAN | 2.270.614 | 08/17/1999 | Magazine featuring human interest stories | Declaration of use due 08/17/2005 |
| COWLENDAR | 1.798.663 | 10/12/1993 | Printed matter; namely, calendars | Renewal due 10/12/2003 |
| CRAFTING TRADITIONS | 2,105,457 | 10/14/1997 | Magazines in the field of cooking, arts, and crafting | Declaration of use due 10/14/2003 |
| CRATE O'RECIPES | (78/108,876) | (02/14/2002) | Recipe boxes | |
| FARM & RANCH LIVING | 1,198.664 | 06/22/1982 | Periodically published magazine | Renewal due 06/22/2012 |
| FLYING FLOWERS | 2,254,570 | 06/15/1999 | Calendars | Declaration of use due 06/15/2005 |

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|-----------------------|-----------------|---------------------|--|-----------------------------------|
| GOOD NEWS IN DEED | 2,078,059 | 07/08/1997 | Magazine featuring human interest stories | Declaration of use due 07/08/2003 |
| LITTLE FARMERS | 2,017,018 | 11/19/1996 | Posters and note cards: wall plaques | Renewal due 11/19/2006 |
| MAXI-MIX | 1,712,877 | 09/08/1992 | Fertilizer for domestic use | Renewal due 09/08/2012 |
| MMMMINNESOTA MUNCHERS | 2,541,101 | 02/19/2002 | Cookies | Declaration of use due 02/19/2008 |
| MMMMINNESOTA MUNCHERS | 2,556,003 | 04/02/2002 | Mixes for bakery goods, namely cookies | Declaration of use due 04/02/2008 |
| REMINISCE | 1,747,772 | 01/19/1993 | Magazine featuring human interest stories | Renewal due 01/19/2013 |
| REMINISCE | 2,099,361 | 09/23/1997 | Calendars | Declaration of use due 09/23/2003 |
| REMINISCE BOOKS | 1,938,857 | 11/28/1995 | Series of books featuring human interest stories | Renewal due 11/28/2005 |
| TASTE OF HOME | 2,002,133 | 09/24/1996 | Magazine on cooking | Renewal due 09/24/2006 |
| TASTE OF HOME | 2,113,908 | 11/18/1997 | Calendars and a series of books on cooking | Declaration of use due 11/18/2003 |
| TASTE OF HOME | 2,431,989 | 02/27/2001 | Restaurant services | Declaration of use due 02/27/2007 |
| TASTE OF HOME | (75/774,879) | (08/12/1999) | Bakery goods: educational | Opposed by Alliant |

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| | | | services, namely conducting culinary courses and distributing course materials in connection therewith | Foodservice, Inc. (Opposition No. 121,606) |
| TASTE OF HOME | (76/253,763) | (05/08/2001) | Cookware, namely, pots, pans, plates and bowls | |
| TASTE OF HOME | (78/082,868) | (09/06/2001) | Dinnerware, namely plates, bowls, cups, saucers, platters, mugs, gravy boats, sugar and creamer, salt and pepper shakers, beverage glassware | |
| TASTE OF HOME | (78/082,864) | (09/06/2001) | Arranging and conducting trade shows in the field of home and garden products and services | |
| TASTE OF HOME and Design | 2,166,005 | 06/15/1998 | A magazine on cooking, calendars and a series of books on cooking | Declaration of use due 06/15/2004 |
| TASTE OF HOME'S LIGHT AND TASTY | (76/119,484) | (08/30/2000) | A magazine on cooking and cookbooks | |

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| TASTE OF HOME'S QUICK COOKING | (78/091.179) | (11/01/2001) | Magazines on cooking | |
| THE GENERAL STORE THAT FITS IN YOUR COMPUTER | 2.461.721 | 06/19/2001 | On-line catalog services in the fields of apparel, food items, gift items, books, magazines, gardening and yard accessories, dinnerware and cooking accessories | Declaration of use due 06/19/2007 |
| THE MAGNIFICENT HORSE | 2.203.245 | 11/10/1998 | Calendars | Declaration of use due 11/10/2004 |
| TOMATO BOOSTER | 1.577.791 | 01/16/1990 | Formed plastic ring with spikes capable of being filled with fertilizer in which tomato plants are grown | Renewal due 01/16/2010 |