U.S. Department of Commerce Patent and Trademark Office

RECORDATION FORM COVER SHEET TRADEMARKS ONLY	
To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.	
1. Name of conveying party(ies): The Reader's Digest Association, Inc.	Name and Address of receiving party(ies)     Name: Reiman Media Group, Inc.
Individual(s) Association General Partnership Limited Partnership Corporation-State Delaware Other Delaware limited liability company Additional name(s) of conveying party(ies) attached? Yes No	Address: 5400 S. 60 <sup>th</sup> Street Greendale, Wisconsin 53129-1404
Nature of conveyance:      X Assignment Merger      Security Agreement Change of Name      Other	Individual(s) citizenship Association General Partnership Limited Partnership X_ Corporation-State Delaware Other
Execution Date: <u>May 7, 2003</u>	If assignee is not domiciled in the United States, a domestic representative designation is attached:YesXNo (Designations must be a separate document from assignment) Additional name(s) & address(es) attached?YesXNo
4. Application number(s) or registration number(s):	
A. Trademark Application No.(s)	B. Trademark Registration No.
	2363295
Additional numbers attached? Yes _X No	
<ol><li>Name and address of party to whom correspondence concerning document should be mailed:</li></ol>	6. Total number of applications and registrations involved: 1
Both A. Clore	7. Total fee (37 CFR 3.41) \$ <u>40</u>
Beth A. Clerc The Reader's Digest Association, Inc. Reader's Digest Road	Enclosed
Pleasantville, NY 10570-700	X 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  5/7/03  Date	
Total number of pages including cover sheet, attachments, and document:  Mail to: U.S. Patent and Trademork Office Commissioner of Patents and Trademork Decisioner of Patents and	

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

## <u>ASSIGNMENT OF TRADEMARK</u>

This TRADEMARK ASSIGNMENT is made this 7th day of May, 2003 by The Reader's Digest Association, Inc., a Delaware corporation ("<u>Assignor</u>"), to Reiman Media Group, Inc., a Delaware corporation ("<u>Assignee</u>").

WHEREAS, Assignor is the owner of the Trademark 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 Trademark 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 the Trademark 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.

Name: Mark A. Sirota

Title: Vice President & Associate

General Counsel

TRADEMARK REEL: 002645 FRAME: 0691

## Exhibit 1

<u>Mark</u> Registration Date Registration No.

YOUR FAMILY 2363295 June 27, 2000

> **TRADEMARK** REEL: 002645 FRAME: 0692