

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Reader's Digest Association, Inc.		08/21/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	QSP, Inc.
Street Address:	1271 Avenue of the Americas
City:	New York
State/Country:	NEW YORK
Postal Code:	10020-1393
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Serial Number:	77149628	A CLICK AWAY FROM YOUR GOAL
Registration Number:	3388888	BE EXCITED ABOUT READING
Registration Number:	3388889	BE EXCITED ABOUT READING
Registration Number:	1906171	COLLECTOR'S CHOICE
Registration Number:	2835003	EMAGNET
Registration Number:	1522224	FAMILY READING PROGRAM
Registration Number:	2645692	KEEP IT ON CAMPUS
Registration Number:	1888029	MAGNET
Registration Number:	1680530	PLEASANTVILLE FARMS
Registration Number:	0960085	QSP
Registration Number:	2495163	THE PAY LATER PLAN

CORRESPONDENCE DATA

Fax Number: (703)610-6200

900114367

**TRADEMARK
 REEL: 003839 FRAME: 0479**

OP \$290.00 77149628

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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Email: boxip@hhlaw.com
Correspondent Name: Valerie Brennan
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Address Line 4: McLean, VIRGINIA 22102

ATTORNEY DOCKET NUMBER:	82829.2
NAME OF SUBMITTER:	Valerie Brennan
Signature:	/vb/
Date:	08/21/2008

Total Attachments: 2
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IN THE UNITED STATES
TRADEMARK OFFICE

TRADEMARK ASSIGNMENT

WHEREAS, The Reader's Digest Association, Inc., a Delaware corporation, with a business address of Legal Dept, Reader's Digest Road, Pleasantville, NY 10570 (the "Assignor"), owns the federal trademark applications and registrations for the marks that are listed on the attached Schedule 1 (the "Marks").

WHEREAS, QSP, Inc., a Delaware corporation, with a business address of 1271 Avenue of the Americas, New York, NY 10020-1393 (the "Assignee"), desires to acquire all right, title and interest in and to the Marks, including any applications and registrations therefor, together with the assets of the portion of the business to which the Marks relate, which business is ongoing and existing.

NOW THEREFORE, for good and valuable consideration paid by Assignee, receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, its successors and assigns, all of Assignor's right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, the right to sue and collect damages and/or profits for past infringements of the Marks, and the portion of the business to which the Marks relate.

IN WITNESS WHEREOF, The Reader's Digest Association, Inc. has caused this instrument to be signed by a duly authorized corporate officer, as of this 21st day of August, 2008.

THE READER'S DIGEST ASSOCIATION, INC.

By:



Name:


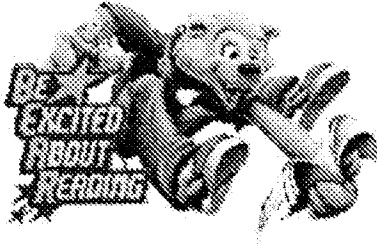

Mark Sirota

Title:

Vice President

Schedule 1

List of Trademarks

Mark	Status	Filing/ Registration Date	Application / Registration Number
A Click Away From Your Goal	Allowed	04/05/2007	77/149,628
Be Excited About Reading & Design 	Registered	02/26/2008	3,388,888
Be Excited About Reading & Bear Design 	Registered	02/26/2008	3,388,889
Collector's Choice	Registered	07/18/1995	1,906,171
Emagnet	Registered	04/20/2004	2,835,003
Family Reading Program	Registered	01/24/1989	1,522,224
Keep It On Campus	Registered	11/05/2002	2,645,692
MagNet	Registered	04/04/1995	1,888,029
Pleasantville Farms	Registered	03/24/1992	1,680,530
QSP (stylized letters) 	Registered	05/29/1973	960,085
The Pay Later Plan	Registered	10/02/2001	2,495,163