

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Reader's Digest Association, Inc.		08/21/2008	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Fundraising.com, Inc.		
<b>Street Address:</b>	Reader's Digest Road		
<b>Internal Address:</b>	Legal Department		
<b>City:</b>	Pleasantville		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10570		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3120054	E EFUNDRAISING.COM	
Serial Number:	77421059	EFUNDRAISING	
Registration Number:	3191690	YOUR ONLINE FUNDRAISING CAMPAIGN!	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(703)610-6200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	703-610-6100		
<b>Email:</b>	boxip@hhlaw.com		
<b>Correspondent Name:</b>	Valerie Brennan		
<b>Address Line 1:</b>	8300 Greensboro Drive Suite 1100		
<b>Address Line 2:</b>	Box Intellectual Property		
<b>Address Line 4:</b>	McLean, VIRGINIA 22102		
<b>ATTORNEY DOCKET NUMBER:</b>	82829.2		

OP \$90.00 3120054

NAME OF SUBMITTER:	Valerie Brennan
Signature:	/vb/
Date:	08/21/2008
Total Attachments: 2 source=Queen eFundraising TM Assignment#page1.tif source=Queen eFundraising TM Assignment#page2.tif	

IN THE UNITED STATES  
TRADEMARK OFFICE

TRADEMARK ASSIGNMENT

WHEREAS, The Reader's Digest Association, Inc., a Delaware corporation, with offices at 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, Fundraising.com, Inc., a Delaware corporation, with offices at Legal Dept, Reader's Digest Road, Pleasantville, NY 10570 (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.

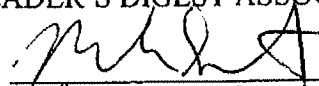
IN WITNESS WHEREOF, The Reader's Digest Association, Inc. has caused this instrument to be signed by a duly authorized corporate officer, as of this 21<sup>st</sup> day of August, 2008.

THE READER'S DIGEST ASSOCIATION, INC.

By:

Name:

Title:

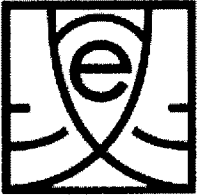



Mark Simon

Vice President

## Schedule 1

## List of Trademarks

Mark	Status	Filing/ Registration Date	Application/ Registration Number
eFundraising.com & Design  eFundraising.com	Registered	07/25/2006	3,120,054
eFundraising	Pending	03/13/2008	77/421,059
Your Online Fundraising Campaign! & Design 	Registered	01/02/2007	3,191,690