

**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>
Direct Holdings Americas Inc.		01/27/2009	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Saguaro Road Records, Inc.		
<b>Street Address:</b>	8280 Willow Oaks Corporate Dr		
<b>City:</b>	Fairfax		
<b>State/Country:</b>	VIRGINIA		
<b>Postal Code:</b>	22031		
<b>Entity Type:</b>	CORPORATION:		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77326805	SAGUARO ROAD RECORDS	
<b>Serial Number:</b>	77432045	SAGUARO ROAD RECORDS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(914)244-5644		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	914-244-5206		
<b>Email:</b>	rdapto@rd.com		
<b>Correspondent Name:</b>	Mark Sirota		
<b>Address Line 1:</b>	Reader's Digest Road		
<b>Address Line 4:</b>	Pleasantville, NEW YORK 10570		
<b>NAME OF SUBMITTER:</b>	Mark Sirota		
<b>Signature:</b>	/Mark Sirota/		
<b>Date:</b>	02/02/2009		

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Total Attachments: 2

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**TRADEMARK  
 REEL: 003928 FRAME: 0237**

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## Assignment of Trademark

This TRADEMARK ASSIGNMENT is made as of the 27<sup>th</sup> day of January, 2009 by Direct Holdings Americas Inc., A Delaware Corporation ("Assignor"), to Saguaro Road Records, 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 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 thereof, for Assignee's own use and enjoyment of its successors, assigns, licensees 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.

Direct Holdings Americas Inc.

By: 

Name: Mark Sirota

Title: Assistant Secretary

Date: January 27, 2009

**EXHIBIT 1**

<u>MARK</u>	<u>U.S. APPLICATION NO.</u>	<u>APPLICATION DATE</u>
Saguaro Road Records	77/326,805	11/12/2007
Saguaro Road Records & Design	77/432,045	3/26/2008