

**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.    |  | 03/11/2009            | CORPORATION: DELAWARE |
| <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: DELAWARE  |                       |                       |
| <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>                     | 03/11/2009   |                       |                       |

Total Attachments: 2

**900129030**

**TRADEMARK  
 REEL: 003949 FRAME: 0940**

**CH \$65.00 77326805**

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## Assignment of Trademark

This TRADEMARK ASSIGNMENT is made as of the 11<sup>th</sup> day of March, 2009 by Direct Holdings Americas Inc., A Delaware Corporation ("Assignor"), to Saguario 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.

This Assignment includes the entire portion of the business of Applicant to which the marks pertain.

Direct Holdings Americas Inc.

By: 

Name: Mark Sirota

Title: Assistant Secretary

Date: March 11, 2009

**EXHIBIT 1**

**MARK**

**U.S. SERIAL NO.**

**APPLICATION DATE**

Saguaro Road Records

77/326805

November 12, 2007

Saguaro Road Records & Design

77/432045

March 26, 2008