

TRADEMARK ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Reader's Digest Association, Inc.		02/15/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Allrecipes.com, Inc.		
Street Address:	413 Pine Street		
Internal Address:	Suite 500		
City:	Seattle		
State/Country:	WASHINGTON		
Postal Code:	98101		
Entity Type:	CORPORATION: WASHINGTON		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85285214	BACONNECTION	
CORRESPONDENCE DATA			
Fax Number:	(914)244-5644		
Phone:	914-244-5206		
Email:	rdapto@rd.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Mark Sirota		
Address Line 1:	44 South Broadway		
Address Line 2:	Legal Dept		
Address Line 4:	White Plains, NEW YORK 10601		
NAME OF SUBMITTER:	Mark Sirota		
Signature:	/Mark Sirota/		

Date:

02/15/2012

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made as of February 15, 2012 by and between The Reader's Digest Association, Inc., a Delaware corporation ("Assignor") and Allrecipes.com, Inc. a Washington corporation ("Assignee").

WHEREAS, pursuant to a Stock Purchase Agreement dated January 23, 2012 by and between Assignee and Assignor, Assignee is purchasing from Assignor the trademark and corresponding application therefor listed on the attached Schedule A (collectively the "Trademark").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

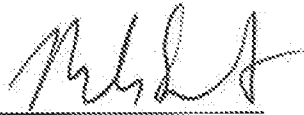
Assignor hereby sells, transfers, conveys and assigns to Assignee any and all right, title and interest in and to the Trademark, together with the goodwill symbolized thereby, including all rights to sue and recover for past infringement.

Assignor agrees to execute all documents and assist in all proceedings (at the sole cost and expense of Assignee) to perfect, register or record the rights of Assignee to the Trademark as Assignee may reasonably deem appropriate. If Assignor does not, within fifteen (15) days of presentment, return the requested executed documents, then Assignee is hereby granted a limited power of attorney to execute all such documents on behalf of Assignor. This power of attorney is coupled with an interest and is irrevocable.

IN WITNESS WHEREOF, the undersigned have duly executed and delivered this Trademark Assignment as of the date first written above.

ASSIGNOR:

THE READER'S DIGEST ASSOCIATION, INC.


By: 

Name: Mark A. Sirota

Title: Vice President and Associate General Counsel

ASSIGNEE:

ALLRECIPES.COM, INC.

By: 

Name: Mark A. Sirota

Title: Assistant Secretary

Schedule A

<u>Country</u>	<u>Trademark</u>	<u>Application Serial No.</u>	<u>Application Date</u>
United States	Baconnection	85285214	April 4, 2011