



10-20-1999

U.S. Department of Commerce
Patent and Trademark Office

10-12-1999

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U.S. Patent & TMO/TM M. il Rcpt Dt. #54

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
GC Holdings, Inc. (formerly known as Good Catalog Company)

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State Oregon
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and Address of receiving party(ies)

Name: Good Catalog Company

Address: 5456 S.E. International Way
Portland, OR 97222

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Delaware
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designations must be a separate document from assignment)
 Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: _____

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

Additional numbers attached? Yes No

B. Trademark Registration No.(s) 1,799,796, 2,003,025, 2,195,481 (formerly 75/334136)

5. Name and address of party to whom correspondence concerning document should be mailed:

Mark A. Sirota
The Reader's Digest Association, Inc.
Reader's Digest Road
Pleasantville, NY 10570-700

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41)..... \$ 90

Enclosed

Any deficiency is authorized to be charged to Deposit Account No. 18-0570

8. Deposit Account No. 18-0570

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Mark A. Sirota Mark Sirota 10/8/99
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 4

Mail to: U.S. Patent and Trademark Office, Commissioner of Patents and Trademarks, Box Assignments, Washington, DC 20231

TRADEMARK ASSIGNMENT


WHEREAS, GC Holdings, Inc. (formerly known as Good Catalog Company), an Oregon corporation, ("Assignor"), has adopted and is using the trademark(s) which are registered or filed for registration in the United States Patent and Trademark Office described on the attached Schedule A (the "Trademarks");

WHEREAS, Good Catalog Company (formerly known as Reader's Digest Sub Six, Inc), a Delaware corporation ("Assignee"), is desirous of acquiring the Trademarks, and all rights and good will associated therewith.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all its right, title and interest in and to the Trademarks, together with the good will associated therewith, as well as the right to sue for past and present infringements thereof.

IN WITNESS WHEREOF, Assignor expressly intending to be legally bound thereby, has caused this Assignment to be duly executed this First day of October, 1998.

GC HOLDINGS, INC.
(formerly known as Good Catalog
Company)

By: 
Name: Barbara A. Todd
Title: President

ACKNOWLEDGMENT

On Behalf of Good Catalog Company (formerly known as Reader's Digest Sub Six, Inc.), I hereby acknowledge receipt of assignment--for good and valuable consideration--of the trademark(s) set forth in the foregoing trademark assignment.

Dated: October 1, 1998

GOOD CATALOG COMPANY.
(formerly known as Reader's
Digest Sub Six, Inc.)

By: _____

Name: James P. Steffensen
Title: Chairman

Schedule A

<u>Mark</u>	<u>Status</u>	<u>Application</u>	<u>Registration</u>
GOOD CATALOG COMPANY	Registered	75/001,764 10/5/95	2,003,025 9/24/96
DISTINCTIVE LODGING	Filed Statement of Use Filed	75/239,315 2/10/97	..
GOOD WHOLESALE	Filed Published	75/334,136 8/1/97	
WESTBURY COLLECTION	Registered		1,799,796 10/1/93