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RECORDATION FORM COVER SHEET  
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U.S. Patent & TMO/TM Mail Rpt Dt. #11

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

New

Resubmission (Non-Recordation)  
Document ID # \_\_\_\_\_

Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

Corrective Document  
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Conveyance Type

Assignment  License

Security Agreement  Nunc Pro Tunc Assignment

Merger

Change of Name

Other \_\_\_\_\_

Effective Date  
Month Day Year  
12 8 96

Conveying Party

Mark if additional names of conveying parties attached

Name History Book Club, Inc. Execution Date  
Month Day Year  
2 17 00

Formerly \_\_\_\_\_

Individual  General Partnership  Limited Partnership  Corporation  Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Delaware

Receiving Party

Mark if additional names of receiving parties attached

Name Book-of-the-Month Club, Inc.

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 1271 Avenue of the Americas

Address (line 2) \_\_\_\_\_

Address (line 3) New York New York 10020  
City State/Country Zip Code

Individual  General Partnership  Limited Partnership  If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Corporation  Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization New York

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04/03/2000 TTOM11 00000162 201112 1392691

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Mail documents to be recorded with required cover sheet(s) information to:  
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TRADEMARK  
REEL: 002028 FRAME: 0459

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages** Enter the total number of pages of the attached conveyance document including any attachments. #

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,392,691"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Number of Properties** Enter the total number of properties involved. #

**Fee Amount** Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed  Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

Authorization to charge additional fees: Yes  No

**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. Charges to deposit account are authorized, as indicated herein.

Robert T. Scherer

Name of Person Signing

*Robert T. Scherer*

Signature

2/23/00

Date Signed

SERVICE MARK ASSIGNMENT

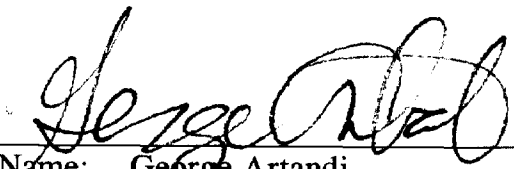
WHEREAS, HISTORY BOOK CLUB, INC., a Delaware corporation, located at 1271 Avenue of the Americas, New York, NY 10020, is the owner of the service mark THE HISTORY BOOK CLUB and Reg. No. 1,392,691, granted May 6, 1986 (hereinafter the "Mark");

WHEREAS BOOK-OF-THE-MONTH CLUB, INC., a New York corporation, located at 1271 Avenue of the Americas, New York, NY 10020, is desirous of acquiring the Mark and the registration therefor; and

NOW, THEREFORE, for \$1.00 and other good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, HISTORY BOOK CLUB, INC. does hereby assign to BOOK-OF-THE-MONTH CLUB, INC. all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark and the above-identified registration therefor.

This assignment is effective as of December 8, 1996.

HISTORY BOOK CLUB, INC.

By:   
Name: George Artandi  
Title: President

State of New York :  
  :SS  
County of New York :

On the 17<sup>th</sup> day of February, 2000, before me personally came George Artandi, to me known, who, being by me duly sworn, did depose and say that he resides in New York, NY; that he is the President of HISTORY BOOK CLUB, INC., the corporation described in and which executed the above instrument; and that he signed his name thereto by order of the Board of Directors of said corporation.

  
Notary Public

**THOMAS J. SCHOPPER**  
Notary Public, State of New York  
No. 01SC6005198  
Qualified in New York County  
Commission Expires April 6, 20 02