

07-01-2002

U.S. Department of Commerce
Patent and Trademark Office



SHEET

102139979

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

1. Name of conveying party(ies):
World Wide Country Tours, LLC
6-3-02

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State Delaware
 Other Delaware limited liability company
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and Address of receiving party(ies)

Name: **The Reader's Digest Association, Inc.**

Address: Reader's Digest Road
Pleasantville, New York 10570-7000

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: May 20, 2002

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,248,663

Additional numbers attached? Yes No

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

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

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41)..... \$ 40

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)

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DO NOT USE THIS SPACE

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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
Name of Person Signing

Signature

6/3/02
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
REEL: 002535 FRAME: 0336

ASSIGNMENT OF TRADEMARKS

This TRADEMARKS ASSIGNMENT is made this 24th day of May, 2002 by World Wide Country Tours, LLC, a Delaware limited liability company ("Assignor"), to The Reader's Digest Association, Inc., a Delaware corporation ("Assignee").

WHEREAS, Reiman Holding Company, LLC, of which Assignor is a wholly-owned subsidiary ("Parent"), Assignee and certain equityholders of Parent are parties to an Asset Purchase Agreement (the "Purchase Agreement," capitalized terms used herein and not otherwise defined have the meanings ascribed thereto in the Purchase Agreement), dated as of March 21, 2002, pursuant to which, among other things, Parent is to cause Assignor to transfer certain Trademarks of Assignor to 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 hereby 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 and any other Trademarks owned by Assignor, 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 of any of the Trademarks for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns and respective legal representatives, free and clear of all Encumbrances. Assignor hereby appoints Assignee and its successors, assigns 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.

WORLD WIDE COUNTRY TOURS, LLC


By: 
Name: THOMAS C. CURL
Title: PRESIDENT & CEO

Exhibit 1

Mark	Reg. (App.) No.	Reg. (App.) Date	Goods and Services
WORLD WIDE COUNTRY TOURS	2,248,663	06/01/1999	Travel agency service, namely, conducting travel tours and excursions