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To the Honorable Commissioner of Patents and 'a 2. Name and Address of receiving party(ies) 1. Name of conveying party(ies): QSP,Inc. 6-3-02 Name: Reiman Media Group, Inc. \_ Individual(s) Address: 5400 S. 60th Street Association Greendale, Wisconsin 53129-1404 General Partnership Limited Partnership Delaware X Corporation-State Other Additional name(s) of conveying party(ies) attached? \_\_\_ Yes \_\_\_ No Individual(s) citizenship 3. Nature of conveyance: \_\_\_ Association \_\_\_ Merger X Assignment General Partnership \_\_ Security Agreement \_\_\_ Change of Name Limited Partnership X Corporation-State Delaware \_\_ Other Other Execution Date: May 20, 2002 If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes X No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? \_\_\_Yes X\_No 4. Application number(s) or registration number(s): B. Trademark Registration No.(s) Please see attached A. Trademark Application No.(s) Please see attached Additional numbers attached? X Yes No 5. Name and address of party to whom correspondence 6. Total number of applications and registrations involved: 41 concerning document should be mailed: 7. Total fee (37 CFR 3.41)..... \$ 1040 Karl A. Scheider \_\_ Enclosed The Reader's Digest Association, Inc. Reader's Digest Road X Any deficiency is authorized to be charged to Pleasantville, NY 10570-700 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 Name of Person Signing Date Total number of pages including cover sheet, attachments, and document: 9 Mail to: U.S. Patent and Trademark Office, Commissioner of Patents and Trademarks, Box Assignments, Washington, DC 20231

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| Item 4 – Application nu  | umber(s) or registration number(s)  |  |
|--|---|--|
| Application Numbers  | Registration Numbers  |  |
| 78/082,873; 78/108,876; 75/774,879; 76/253,763; 78/082,868; 78/082,864; 76/119,484; 78/091,179 | 2,221,084; 2,153,362; 2,086,668; 1,964,726;<br>2,377,842; 2,103,247; 2,439,147; 2,186,757;<br>2,090,269; 2,448,336; 2,092,243; 2,468,321;<br>2,270,614; 1,798,663; 2,105,457; 1,198,664;<br>2,254,570; 2,078,059; 2,017,018; 1,712,877;<br>2,541,101; 2,556,003; 1,747,772; 2,099,361;<br>1,938,857; 2,002,133; 2,113,908; 2,431,989;<br>2,166,005; 2,461,721; 2,203,245; 1,577,791 |  |

## ASSIGNMENT OF TRADEMARKS

This TRADEMARKS ASSIGNMENT is made this 20th day of May, 2002 by QSP, Inc., a Delaware corporation ("<u>Assignor</u>"), to Reiman Media Group, Inc., a Delaware corporation ("<u>Assignee</u>").

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, 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.

QSP, Inc.

By:

Name: Clifford H.R. DuPree Title: Corporate Secretary

## Exhibit 1

| Mark   | Reg. (App.)<br>No. | Issue (Filing)<br>Date | Goods  | Next Action                             |
|--|--------------------|------------------------|--|---|
| COWLENDAR  | 2.221.084          | 02/02/1999             | Calendars  | Declaration of use due 02/02/2005       |
| PIG CALENDAR<br>YOU NEVER<br>SAUSAGE A<br>CALENDAR | 2.153,362          | 04/28/1998             | Calendars  | Declaration of use due 04/28/2004       |
| BARNS CALENDAR                                     | 2,086,668          | 08/05/1997             | Calendars  | Declaration of<br>use due<br>08/05/2003 |
| BIRDS & BLOOMS                                     | 1,964.726          | 03/26/1996             | Magazine on gardening and birding  | Renewal due<br>03/26/2006               |
| BIRDS & BLOOMS                                     | 2,377,842          | 08/15/2000             | Series of books<br>on gardening<br>and birding   | Declaration of<br>use due<br>08/15/2006 |
| BIRDS & BLOOMS                                     | 2,103,247          | 10/07/1997             | Calendars  | Declaration of use due 10/07/2003       |
| BIRDS & BLOOMS                                     | 2.439,147          | 03/27/2001             | Mail order catalog services featuring general merchandise on gardening and birding   | Declaration of use due 03/27/2007       |
| BIRDS & BLOOMS                                     | (78/082,873)       | (09/06/2001)           | Dinnerware, namely plates, bowls, cups, saucers, platters, mugs, gravy boats, sugar and creamer, salt and pepper shakers; beverage glassware |   |
| CLUCKENDAR   | 2,186,757          | 09/01/1998             | Calendars  | Declaration of                          |

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| Mark                   | Reg. (App.)<br>No. | Issue (Filing)<br>Date | Goods   | Next Action                       |
|------------------------|--------------------|------------------------|---|-----------------------------------|
|                        |                    |                        |   | use duc<br>09/01/2004             |
| COUNTRY<br>CHURCHES    | 2.090.269          | 08/19/1997             | Calendars   | Declaration of use due 08/19/2003 |
| COUNTRY<br>DISCOVERIES | 2.448.336          | 05/01/2001             | Magazine<br>featuring travel<br>and touring<br>information  | Declaration of use due 05/01/2007 |
| COUNTRY MILER          | 2,092.243          | 08/26/1997             | Newsletter featuring touring and travel information         | Declaration of use due 08/26/2003 |
| COUNTRY,TRAVELER       | 2.468.321          | 07/10/2001             | Magazines<br>featuring travel<br>and touring<br>information | Declaration of use due 07/10/2007 |
| COUNTRY WOMAN          | 2.270.614          | 08/17/1999             | Magazine<br>featuring<br>human interest<br>stories          | Declaration of use due 08/17/2005 |
| COWLENDAR              | 1.798,663          | 10/12/1993             | Printed matter;<br>namely,<br>calendars                     | Renewal duc<br>10/12/2003         |
| CRAFTING<br>TRADITIONS | 2,105.457          | 10/14/1997             | Magazines in the field of cooking, arts, and crafting       | Declaration of use due 10/14/2003 |
| CRATE O'RECIPES        | (78/108,876)       | (02/14/2002)           | Recipe boxes  |                                   |
| FARM & RANCH<br>LIVING | 1,198.664          | 06/22/1982             | Periodically published magazine                             | Renewal duc<br>06/22/2012         |
| FLYING FLOWERS         | 2,254.570          | 06/15/1999             | Calendars   | Declaration of use due 06/15/2005 |

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| Mark                     | Reg. (App.)<br>No. | Issue (Filing)<br>Date | Goods   | Next Action                       |
|--------------------------|--------------------|------------------------|---|-----------------------------------|
| GOOD NEWS IN DEED        | 2,078.059          | 07/08/1997             | Magazine<br>featuring<br>human interest<br>stories        | Declaration of use due 07/08/2003 |
| LITTLE FARMERS           | 2.017.018          | 11/19/1996             | Posters and note cards; wall plaques                      | Renewal due<br>11/19/2006         |
| MAXI-MIX                 | 1.712.877          | 09/08/1992             | Fertilizer for domestic use                               | Renewal due<br>09/08/2012         |
| MMMMINNESOTA<br>MUNCHERS | 2.541.101          | 02/19/2002             | Cookies   | Declaration of use due 02/19/2008 |
| MMMMINNESOTA<br>MUNCHERS | 2.556,003          | 04/02/2002             | Mixes for bakery goods, namely cookies                    | Declaration of use due 04/02/2008 |
| REMINISCE                | 1,747.772          | 01/19/1993             | Magazine<br>featuring<br>human interest<br>stories        | Renewal due<br>01/19/2013         |
| REMINISCE                | 2,099.361          | 09/23/1997             | Calendars   | Declaration of use due 09/23/2003 |
| REMINISCE BOOKS          | 1,938,857          | 11/28/1995             | Series of books<br>featuring<br>human interest<br>stories | Renewal due<br>11/28/2005         |
| TASTE OF HOME            | 2,002,133          | 09/24/1996             | Magazine on cooking                                       | Renewal due<br>09/24/2006         |
| TASTE OF HOME            | 2,113.908          | 11/18/1997             | Calendars and<br>a series of<br>books on<br>cooking       | Declaration of use due 11/18/2003 |
| TASTE OF HOME            | 2,431,989          | 02/27/2001             | Restaurant<br>services                                    | Declaration of use due 02/27/2007 |
| TASTE OF HOME            | (75/774.879)       | (08/12/1999)           | Bakery goods;<br>educational                              | Opposed by<br>Alliant             |

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| Mark                               | Reg. (App.)<br>No. | Issue (Filing)<br>Date | Goods  | Next Action   |
|------------------------------------|--------------------|------------------------|--|---|
|                                    |                    |                        | services. namely conducting culinary courses and distributing course materials in connection therewith                                       | Foodservice,<br>Inc.<br>(Opposition<br>No. 121,606) |
| TASTE OF HOME                      | (76/253.763)       | (05/08/2001)           | Cookware.<br>namely, pots,<br>pans, plates<br>and bowls  |   |
| TASTE OF HOME                      | (78/082.868)       | (09/06/2001)           | Dinnerware, namely plates, bowls, cups, saucers, platters, mugs, gravy boats, sugar and creamer, salt and pepper shakers; beverage glassware |   |
| TASTE OF HOME                      | (78/082.864)       | (09/06/2001)           | Arranging and conducting trade shows in the field of home and garden products and services   |   |
| TASTE OF HOME and Design           | 2.166.005          | 06/15/1998             | A magazine on cooking: calendars and a series of books on cooking  | Declaration of use due 06/15/2004                   |
| TASTE OF HOME'S<br>LIGHT AND TASTY | (76/119,484)       | (08/30/2000)           | A magazine on cooking and cookbooks  |   |

| Mark   | Reg. (App.)<br>No. | Issue (Filing)<br>Date | Goods   | Next Action                       |
|--|--------------------|------------------------|---|-----------------------------------|
| TASTE OF HOME'S QUICK COOKING                | (78/091.179)       | (11/01/2001)           | Magazines on cooking  |                                   |
| THE GENERAL STORE THAT FITS IN YOUR COMPUTER | 2.461.721          | 06/19/2001             | On-line catalog services in the fields of apparel, food items, gift items, books, magazines, gardening and yard accessories, dinnerware and cooking accessories | Declaration of use due 06/19/2007 |
| THE MAGNIFICENT<br>HORSE                     | 2.203.245          | 11/10/1998             | Calendars   | Declaration of use due            |
| TOMATO BOOSTER                               | 1.577.791          | 01/16/1990             | Formed plastic ring with spikes capable of being filled with fertilizer in which tomato plants are grown  | Renewal due<br>01/16/2010         |

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**RECORDED: 06/03/2002**