07-01-2002

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U.S. Department of Commerce
Patent and Trademark Office

R SHEET
Y

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

1. Name of conveying party(ies):
Reiman Publications, LLC

6-3-02

__ Individual(s) __ Association
__ General Partnership __ Limited Partnership
__ Corporation-State Delaware
X 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
X Corporation-State Delaware
__ Other

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

3. Nature of conveyance:

X 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) **Please see attached**

B. Trademark Registration No.(s) **Please see attached**

Additional numbers attached? X 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: 41

7. Total fee (37 CFR 3.41)..... $ 1040

__ Enclosed

X 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
Name of Person Signing

Signature

6/3/02
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

06/28/2002 TDIAZ1 00000018 180570 78082873
01 FC:481 40.00 CH
02 FC:482 1000.00 CH

Item 4 – Application number(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; 2,377,842; 2,103,247; 2,439,147; 2,186,757; 2,090,269; 2,448,336; 2,092,243; 2,468,321; 2,270,614; 1,798,663; 2,105,457; 1,198,664; 2,254,570; 2,078,059; 2,017,018; 1,712,877; 2,541,101; 2,556,003; 1,747,772; 2,099,361; 1,938,857; 2,002,133; 2,113,908; 2,431,989; 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 Reiman Publications, 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.

REIMAN PUBLICATIONS, LLC

By: _____

Name: THOMAS C. CURE

Title: PRESIDENT & CEO

Exhibit 1

Mark	Reg. (App.) No.	Issue (Filing) Date	Goods	Next Action
_ _ _ _ _ COWLENDAR	2,221,084	02/02/1999	Calendars	Declaration of use due 02/02/2005
____PIG CALENDAR YOU NEVER SAUSAGE A 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 use due 08/05/2003
BIRDS & BLOOMS	1,964,726	03/26/1996	Magazine on gardening and birding	Renewal due 03/26/2006
BIRDS & BLOOMS	2,377,842	08/15/2000	Series of books on gardening and birding	Declaration of use due 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

Mark	Reg. (App.) No.	Issue (Filing) Date	Goods	Next Action
				use due 09/01/2004
COUNTRY CHURCHES	2,090,269	08/19/1997	Calendars	Declaration of use due 08/19/2003
COUNTRY DISCOVERIES	2,448,336	05/01/2001	Magazine featuring travel and touring 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 featuring travel and touring information	Declaration of use due 07/10/2007
COUNTRY WOMAN	2,270,614	08/17/1999	Magazine featuring human interest stories	Declaration of use due 08/17/2005
COWLENDAR	1,798,663	10/12/1993	Printed matter; namely, calendars	Renewal due 10/12/2003
CRAFTING 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 LIVING	1,198,664	06/22/1982	Periodically published magazine	Renewal due 06/22/2012
FLYING FLOWERS	2,254,570	06/15/1999	Calendars	Declaration of use due 06/15/2005

Mark	Reg. (App.) No.	Issue (Filing) Date	Goods	Next Action
GOOD NEWS IN DEED	2,078,059	07/08/1997	Magazine featuring human interest stories	Declaration of use due 07/08/2003
LITTLE FARMERS	2,017,018	11/19/1996	Posters and note cards; wall plaques	Renewal due 11/19/2006
MAXI-MIX	1,712,877	09/08/1992	Fertilizer for domestic use	Renewal due 09/08/2012
MMMMINNESOTA MUNCHERS	2,541,101	02/19/2002	Cookies	Declaration of use due 02/19/2008
MMMMINNESOTA 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 featuring human interest stories	Renewal due 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 featuring human interest stories	Renewal due 11/28/2005
TASTE OF HOME	2,002,133	09/24/1996	Magazine on cooking	Renewal due 09/24/2006
TASTE OF HOME	2,113,908	11/18/1997	Calendars and a series of books on cooking	Declaration of use due 11/18/2003
TASTE OF HOME	2,431,989	02/27/2001	Restaurant services	Declaration of use due 02/27/2007
TASTE OF HOME	(75/774,879)	(08/12/1999)	Bakery goods; educational	Opposed by Alliant

Mark	Reg. (App.) No.	Issue (Filing) Date	Goods	Next Action
			services, namely conducting culinary courses and distributing course materials in connection therewith	Foodservice, Inc. (Opposition No. 121,606)
TASTE OF HOME	(76/253,763)	(05/08/2001)	Cookware, namely, pots, pans, plates 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 LIGHT AND TASTY	(76/119,484)	(08/30/2000)	A magazine on cooking and cookbooks	

Mark	Reg. (App.) No.	Issue (Filing) 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 HORSE	2.203.245	11/10/1998	Calendars	Declaration of use due 11/10/2004
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 01/16/2010