

07-01-2002

U.S. Department of Commerce
Patent and Trademark Office

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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):

The Reader's Digest Association, Inc.

6-3-02

☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State Delaware
☐ Other

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

2. Name and Address of receiving party(ies)

Name: QSP, Inc.

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

3. Nature of conveyance:

☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

Execution Date: May 20, 2002

☐ 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

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? ☒ 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

06/26/2002 TDIAZ1 00000019 2221084

 01 FC:481 40.00 CH
 02 FC:482 1000.00 CH
6. Total number of applications and registrations involved: 417. Total fee (37 CFR 3.41)..... \$ 1040☐ 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
 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

 TRADEMARK
 REEL: 002535 FRAME: 0547

Item 4 – Application number(s) or registration number(s)

| <u>Application Numbers</u> | <u>Registration Numbers</u> |
|--|---|
| 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 The Reader's Digest Association, Inc., a Delaware corporation ("Assignor"), to QSP, Inc., a Delaware corporation ("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, 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.

The Reader's Digest Association, Inc.

By: 

Name: Clifford H.R. DuPree

Title: Vice President, Corporate Secretary and
Associate General Counsel

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 |