

ASSIGNMENT OF TRADEMARK

This TRADEMARK ASSIGNMENT is made this 7th day of May, 2003 by The Reader's Digest Association, Inc., a Delaware corporation ("Assignor"), to Reiman Media Group, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor is the owner of the Trademark 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 Trademark 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 the Trademark 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: Mark A. Sirota
Title: Vice President & Associate
General Counsel

Exhibit 1

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
YOUR FAMILY	2363295	June 27, 2000