

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bookspan		11/12/2003	PARTNERSHIP: DELAWARE

RECEIVING PARTY DATA	
Name:	Doubleday Direct, Inc.
Street Address:	401 Franklin Avenue
City:	Garden City
State/Country:	NEW YORK
Postal Code:	11530
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	78156274	MYSTERY GUILD

CORRESPONDENCE DATA	
Fax Number:	(212)895-2900
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(212)8952014
Email:	PTO2@brownraysman.com
Correspondent Name:	Monica B. Richman
Address Line 1:	900 Third Avenue
Address Line 4:	New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	3564/3
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NAME OF SUBMITTER:	Valerie W. Borden
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Total Attachments: 1 source=Mystery Guild Trademark Assignment#page1.tif
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CH \$40.00 78156274

TRADEMARK ASSIGNMENT

This Assignment is by and between Bookspan, a Delaware partnership, having its principal place of business at 401 Franklin Avenue, Garden City, New York, 11530 (the "Assignor"), and Doubleday Direct, Inc., a New York corporation, having its principal place of business at 401 Franklin Avenue, Garden City, New York 11530 (the "Assignee").

WHEREAS, Assignor is the owner of Trademark Application Serial Number 78/156,274 for "MYSTERY GUILD" in the United States ("the Trademark");

WHEREAS, Assignor desires to assign to Assignee all of its right, title and interest in and to the Trademark and the goodwill associated with the Trademark;

WHEREAS, Assignee desires to acquire from Assignor all of its right, title and interest in and to the Trademark and the goodwill associated with the Trademark.

NOW THEREFORE, in consideration of the foregoing and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor assigns to Assignee all of Assignor's right, title, and interest in and to the Trademark, including all common law rights, together with the goodwill symbolized by any use of the Trademark, and the right to sue third parties for and recover damages from past and future infringement of the Trademark.

Dated on this 12th day of November 2003

Bookspan

By: 

Name: Robert J. Posch, Jr.

Title: SVP, Legal, Postal & Gov't
Affairs