

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
Gifts.com, Inc.	Good Catalog Company	06/30/2003	CORPORATION:

RECEIVING PARTY DATA	
Name:	The Reader's Digest Association, Inc.
Street Address:	Reader's Digest Road
City:	Pleasantville
State/Country:	NEW YORK
Postal Code:	10570
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2521764	GIFTS.COM

CORRESPONDENCE DATA	
Fax Number:	(914)244-5390
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	914-244-7792
Email:	rdapto@rd.com
Correspondent Name:	Paul Gillow
Address Line 1:	Reader's Digest Road
Address Line 2:	Legal Dept.
Address Line 4:	Pleasantville, NEW YORK 10570

NAME OF SUBMITTER:	Beth Clerc
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Total Attachments: 2 source=giftscomTMAssign#page1.tif source=giftscomTMAssign#page2.tif

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ASSIGNMENT OF TRADEMARK

This TRADEMARK ASSIGNMENT is made as of the 30th day of June, 2003 by Gifts.com, Inc. (formerly known as Good Catalog Company), a Delaware corporation ("Assignor"), to The Reader's Digest Association, 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 thereof, for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns, licensees 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.

Gifts.com, Inc.

By: Ralph Pinto
Name: Ralph Pinto
Title: President

Exhibit 1

Mark

U.S. Registration No.

Registration Date

GIFTS.COM & Design

2521764

December 25, 2001