

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Reach-SR, LLC	FORMERLY Reach Publishing Systems, Inc.	08/19/2005	COMPANY: OHIO

RECEIVING PARTY DATA

Name:	ReachUSA Sales Group, LLC
Street Address:	4601 Malsbary Road
City:	Cincinnati
State/Country:	OHIO
Postal Code:	45242
Entity Type:	COMPANY: OHIO

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	2426870	DEALSDIRECT
Registration Number:	2441670	DIRECT MAIL SOLUTIONS FOR BUSINESS
Registration Number:	2687671	DIRECT MARKETING SOLUTIONS FOR BUSINESS
Registration Number:	2493673	DIRECT MARKETING SOLUTIONS FOR E-BUSINESS
Registration Number:	2567491	IN-TOUCH MAGAZINE
Registration Number:	2812860	NORTHERN VIRGINIA LIVING
Registration Number:	1880822	PARTNERSHIP PLUS
Registration Number:	2651977	REACH EXPRESS
Registration Number:	2903495	REACH HOME & LIFESTYLE MAGAZINE
Registration Number:	2355120	REACH USA
Registration Number:	2410138	REACH USA
Registration Number:	2415301	REACHUSA

OP \$315.00 2426870

CORRESPONDENCE DATA

900030456

**TRADEMARK
 REEL: 003143 FRAME: 0647**

Fax Number: (513)618-8740
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 513-618-8700
Email: ebeers@twplaw.com
Correspondent Name: Jennifer C. Wolfe
Address Line 1: 4445 Lake Forest Drive Suite 420
Address Line 4: Cincinnati, OHIO 45242

NAME OF SUBMITTER:	Jennifer C. Wolfe
Signature:	/Jennifer C. Wolfe/
Date:	08/19/2005

Total Attachments: 3
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ASSIGNMENT OF TRADEMARK AND REGISTRATION

WHEREAS, REACH-SR, LLC, an Ohio limited liability company, formerly known as REACH PUBLISHING SYSTEMS, INC., an Ohio Corporation, now having its principal place of business at 9933 Alliance Road, Cincinnati, Ohio 45242, has adopted and has used in its business the trademarks identified in Exhibit A.

WHEREAS, REACHUSA SALES GROUP, LLC, an Ohio limited liability company, having its principal place of business at 4601 Malshary Road, Cincinnati, Ohio 45242, is desirous of acquiring the entire right, title and interest in and to said trademarks and the registrations therefore, together with the good will of the business in connection with which said trademarks are used.

NOW THEREFORE, to all whom it may concern, for good and valuable consideration, the receipt of which is hereby acknowledged, said REACH-SR, LLC by these presents does sell, assign and transfer unto the said REACHUSA SALES GROUP, LLC the entire right, title and interest in and to said trademarks and the registrations therefore, together with the good will of the business symbolized by the marks and the registrations therefore, together with that part of the goodwill of the business connected with the use of and symbolized by the mark, and together with all claims, demands, rights, choses in action and rights of recovery for past infringement thereof, the same to be held and enjoyed by the said REACHUSA SALES GROUP, LLC for its own use and benefit and for that of its successors and assigns as fully and entirely as the same would have been held and enjoyed by the said REACH-SR, LLC had this sale, assignment and transfer not been made.

sent by: HJS/ADMIN;

5137944139;

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EXHIBIT A

MARK	REGISTRATION DATE	REGISTRATION NO.
DealsDirect	February 6, 2001	2426870
Direct Mail Solutions For Business	April 3, 2001	2441670
Direct Marketing Solutions For Business	February 11, 2003	2687671
Direct Marketing Solutions For E-Business	September 25, 2001	2493673
In-Touch Magazine	May 7, 2002	2567491
Northern Virginia Living	February 10, 2004	2812860
Partnership Plus	February 28, 1995	1880822
Reach Express	November 19, 2002	2651977
Reach Home & Lifestyle Magazine	November 16, 2004	2903495
Reach USA	June 6, 2000	2355120
Reach USA	December 5, 2000	2410138
ReachUSA	December 26, 2000	2415301