

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Time Life Inc.		01/28/2004	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Direct Holdings Americas Inc.		
Street Address:	8280 Willow Oaks Corporate Drive		
City:	Fairfax		
State/Country:	VIRGINIA		
Postal Code:	22031		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	229650		
CORRESPONDENCE DATA			
Fax Number:	(703)663-4620		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	703-663-4516		
Email:	elaine.rubino@timelife.com		
Correspondent Name:	Randolph H. Elkins		
Address Line 1:	Direct Holdings Americas Inc.		
Address Line 2:	8280 Willow Oaks Corporate Drive		
Address Line 4:	Fairfax, VIRGINIA 22031		
NAME OF SUBMITTER:	Randolph H. Elkins		
Signature:	/randolph h. elkins/		
Date:	09/02/2005		
Total Attachments: 0			

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