

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
Media Brands, LLC		08/31/2006	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Nextten Stauer, LLC		
Street Address:	14101 Southcross Drive West		
City:	Burnsville		
State/Country:	MINNESOTA		
Postal Code:	55337		
Entity Type:	LIMITED LIABILITY COMPANY: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78478439	READER VALUES	
CORRESPONDENCE DATA			
Fax Number:	(612)604-6918		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(612) 604-6718		
Email:	molsen@winthrop.com, trademark@winthrop.com		
Correspondent Name:	Michael T. Olsen		
Address Line 1:	225 South Sixth Street		
Address Line 2:	Suite 3500		
Address Line 4:	Minneapolis, MINNESOTA 55402		
NAME OF SUBMITTER:	Michael T. Olsen		
Signature:	/MTO/		
Date:	10/09/2007		

OP \$40.00 78478439

Total Attachments: 1

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (hereafter the "Agreement") is entered into as of August 31, 2006 between by and between Nextten Stauer, LLC, a Minnesota limited liability company ("Assignee"), and Media Brands, LLC, a Virginia limited liability company ("Assignor").

WHEREAS, Assignor and Assignee entered into an Asset Purchase Agreement pursuant to which Assignee acquired certain assets of Assignor relating to its "Reader Values" business; and

WHEREAS, Assignor owns all right, title, interest and goodwill in and to the READER VALUES service mark for direct marketing services, namely, mail order services featuring a wide variety of goods via newspapers (hereafter the "Mark"); and

WHEREAS, Assignor owns all right, title, interest and goodwill in and to Application Serial No. 78478439 filed with the United States Patent and Trademark Office for the Mark (hereafter "Application"); and

WHEREAS, Assignor desires to sell, transfer and assign to Assignee any and all rights and interest in the Mark and Application, and Assignee desires to acquire all rights, title, and interest in and to the Mark and Application.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, intending to be legally bound hereby, hereby sells, transfers and assigns to Assignee all right, title and interest in and to the Application and Mark, together with the goodwill of the business associated therewith and the registrations thereof.

This Agreement includes all rights in the nature of trademark, service mark, and trade name rights, as well as the right to sue for past infringement by any third party.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the day and year first above written.

MEDIA BRANDS, LLC

By: _____

[Signature]
Its PRESIDENT

NEXTTEN STAUER, LLC,

By: _____

[Signature]
Its PRESIDENT

STATE OF MINNESOTA
COUNTY OF _____
Subscribed and sworn to before me
this _____ day of _____, 2006.

Notary Public

TRADEMARK
REEL: 003635 FRAME: 0757