

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
Bookspan Doubleday Direct Inc.	FORMERLY DOUBLEDAY DIRECT INC.	09/04/2004	CORPORATION: NEW YORK
Bookspan Holdings, LLC	FORMERLY BOOK-OF-THE MONTH CLUB HOLDINGS, LLC	09/04/2004	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Eagle Book Clubs, Inc.		
Street Address:	One Massachusetts Avenue, N.W.		
City:	Washington		
State/Country:	DISTRICT OF COLUMBIA		
Postal Code:	20001		
Entity Type:	CORPORATION: MARYLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3165917	AMERICAN COMPASS	
CORRESPONDENCE DATA			
Fax Number:	(202)672-5399		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-672-5300		
Email:	PTOMAILWashington@foley.com		
Correspondent Name:	Norm J. Rich		
Address Line 1:	Foley & Lardner LLP		
Address Line 2:	3000 K Street, N.W., Suite 500		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20007-5143		
ATTORNEY DOCKET NUMBER:	046538-0123		
NAME OF SUBMITTER:	Norm J. Rich		

OP \$40.00 3165917

Signature:

/norm j. rich/

Date:

12/10/2007

Total Attachments: 1

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ASSIGNMENT OF SERVICE MARK

WHEREAS, BD BOOKCLUBS GP, is a Delaware general partnership, originally comprised of Doubleday Direct Inc., a New York corporation and Book-of-the-Month Club Holdings, LLC, a Delaware limited liability company, doing business as BOOKSPAN (hereinafter referred to as the "Assignor"); and

WHEREAS, BOOKSPAN HOLDINGS, LLC acquired all of the interest of Book-of-the-Month Club Holdings, LLC; and

WHEREAS, EAGLE BOOK CLUBS, INC. is a Maryland corporation (hereinafter referred to as the "Assignee"); and

WHEREAS, Assignor is the sole and exclusive owner of the United States service mark for AMERICAN COMPASS (the "Service Mark") in connection with "Internet and mail order book club services" ("Business Services"), registered with the United States Patent and Trademark Office on October 31, 2006 as reflected in U.S. Registration No. 3,165,917, together with the goodwill of the business symbolized thereby; and

WHEREAS, Assignor desires by means of this Assignment of Service Mark to assign, convey and transfer to the Assignee all of the Assignor's rights in the Service Mark in the United States of America, including (i) all of the Assignor's common law service mark rights as now or previously used in connection with the Business Services, and (ii) all registration rights in U.S. Registration No. 3,165,917, together with the good will of the business associated therewith.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby sell, assign, convey and transfer unto said Assignee all of the Assignor's right, title and interest in and to the said Service Mark in the United States of America, together with the goodwill of the business symbolized by the Service Mark, the same to be held and enjoyed by Assignee for its own use, and for the term or terms for which said Service Mark has been registered as fully and entirely as the same would have been held and enjoyed by Assignor, including all rights to injunctive relief, damages or profits, due or accrued, arising out of past infringement of said Service Mark or injury to the said goodwill, and the right to sue for and recover the same in its, the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed this 4th day of September, 2004.

ASSIGNOR:
BD BOOKCLUBS GP

ASSIGNEE:
EAGLE BOOK CLUBS, INC.

By: DOUBLEDAY DIRECT INC.,
its general partner

By: [Signature]
Name: CLIFTON KNIGHT
Title: EVP Legal & Bus Affairs

By: [Signature]
Name: JON HEINRICHMAN
Title: VP operations, CFO

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