

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
NATIONAL CONSUMER MARKETING LLC		12/21/2007	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	JSD, LLC
Street Address:	1081 EAST PUTNAM AVENUE
City:	RIVERSIDE
State/Country:	CONNECTICUT
Postal Code:	06878
Entity Type:	LIMITED LIABILITY COMPANY: CONNECTICUT

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Serial Number:	74243292	AMAZING BREAKTHROUGHS IN HEALTH
Serial Number:	74058539	AMERICAN FAMILY
Serial Number:	78453449	AMERICAN HISTORIC SOCIETY
Serial Number:	74585257	AMERICAN HISTORIC SOCIETY
Serial Number:	74490003	HARD HAT HARRY
Serial Number:	73588073	PUBLISHERS CHOICE
Serial Number:	74124044	PUBLISHERS CHOICE
Serial Number:	74124470	PUBLISHERS CHOICE
Serial Number:	76102799	PUBLISHERSCHOICE.COM
Serial Number:	73660423	ROGERS & WEBSTER

CORRESPONDENCE DATA

Fax Number: (212)850-6221

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

CH \$265.00 74243292

Phone: 2128506225
Email: whansen@lathropgage.com
Correspondent Name: William R. Hansen
Address Line 1: 230 Park Avenue
Address Line 2: Suite 1847
Address Line 4: New York, NEW YORK 10169

ATTORNEY DOCKET NUMBER:	426919
NAME OF SUBMITTER:	William R. Hansen
Signature:	/William R. Hansen/
Date:	07/15/2008

Total Attachments: 4

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**ASSIGNMENT OF TRADEMARKS
AND OTHER INTELLECTUAL PROPERTY**

WHEREAS, National Consumer Marketing LLC, a limited liability company organized under the laws of Delaware, formerly located at 230 Fifth Avenue, Suite 2010, New York, NY 10001 (hereinafter referred to as "Assignor"), has adopted, used and is the owner of certain trademarks, including unregistered common law trademarks, symbols, and logos, and is the owner of the trademark registrations set forth on Exhibit A attached hereto (hereinafter cumulatively referred to as the "Trademarks"); and

WHEREAS, Assignor has adopted and is the owner of the entire right and interest in and to certain domain names, trade names, slogans and trade dress all pertaining to the business of Assignor, as well as to certain confidential and proprietary business information and know how pertaining to the business of Assignor, (hereinafter referred to as "Other Intellectual Property"); and

WHEREAS, JSD, LLC, a limited liability company organized under the laws of Connecticut, located at 1081 East Putnam Avenue, Riverside, CT 06878, is desirous of purchasing all of such Trademarks and Other Intellectual Property and the good will appurtenant thereto; and

WHEREAS, Assignor filed a petition for relief under the Bankruptcy Code with the Bankruptcy Court for the Southern District of New York (the "Bankruptcy Court") under Case No. 07-12781 (REG), and subsequently entered into two Stipulations of Settlement, each dated December 20, 2007 and approved by order of the Bankruptcy Court on December 21, 2007 (the "Order"), authorizing the sale of substantially all of the assets of Assignor to JSD, LLC and making effective such sale as of the date of the Order on December 21, 2007.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer all right title and interest in and to the Trademarks and Other Intellectual Property to JSD, LLC, its successors and assigns forever, together with the goodwill of the business connected with the use of and symbolized by the Trademarks. Assignor agrees to execute any and all

additional documents that may be necessary to protect and record transfer of title to the Trademarks and Other Intellectual Property to JSD, LLC.

Dated this 28th day of March, 2008.

National Consumer Marketing, LLC

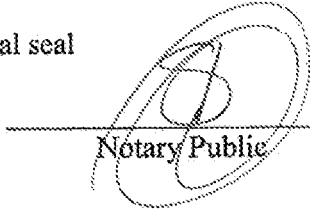
By: 
Managing Member

STATE OF CT

COUNTY OF Fairfield

On this 28th day of March, 2008, before me appeared ,
known to me (or satisfactorily proven) to be the person whose name is subscribed on the
above instrument and acknowledged that he executed the same for the purposes set forth
therein.

IN WITNESS WHEREOF, I set my hand and official seal


Notary Public

SUSAN J. WATERBURY
NOTARY PUBLIC
MY COMMISSION EXPIRES JAN 31 2010

EXHIBIT A

**TRADEMARK
REEL: 003815 FRAME: 0932**

Exhibit A

Mark	Serial No.	Reg. No.	Registrant
AMAZING BREAKTHROUGHS IN HEALTH	74-243,292	1,866,588	National Consumer Marketing, LLC
AMERICAN FAMILY	74-058,539	1,884,053	National Consumer Marketing, LLC
AMERICAN HISTORIC SOCIETY	78-453,449	3,037,762	National Consumer Marketing, LLC
AMERICAN HISTORIC SOCIETY	74-585,257	2,090,188	National Consumer Marketing, LLC
HARD HAT HARRY	74-490,003	1,872,362	National Consumer Marketing, LLC
PUBLISHERS CHOICE	73-588,073	1,445,671	National Consumer Marketing, LLC
PUBLISHERS CHOICE	74-124,044	1,670,226	National Consumer Marketing, LLC
PUBLISHERS CHOICE	74-124,470	1,677,930	National Consumer Marketing, LLC
PUBLISHERSCHOICE.COM	76-102,799	2,657,889	National Consumer Marketing, LLC
ROGERS & WEBSTER	73-660423	1,484,768	National Consumer Marketing, LLC