

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Cox Target Media Sales, Inc.		08/18/2008	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Valpak Direct Marketing Systems, Inc.		
<b>Street Address:</b>	8605 Largo Lakes Drive		
<b>City:</b>	Largo		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33773		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2242777	FROM THE CRADLE TO COLLEGE	
Registration Number:	2326557	DELIVERING VALUE TO PARENTS	
Registration Number:	2109123	DELIVERING VALUE TO AMERICA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)251-2897		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312.368.4000		
<b>Email:</b>	ch.tm@dlapiper.com		
<b>Correspondent Name:</b>	Christina L. Martini		
<b>Address Line 1:</b>	P.O. Box 64807		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60664-0807		
<b>ATTORNEY DOCKET NUMBER:</b>	264992-8		
<b>NAME OF SUBMITTER:</b>	Christina L. Martini		
<b>Signature:</b>	/CL Martini/		

CH \$90.00 2242777

Date:

12/15/2008

**Total Attachments: 2**

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ASSIGNMENT OF U.S. TRADEMARKS

WHEREAS, Cox Target Media Sales, Inc., a Delaware corporation, having a place of business at 8605 Largo Lakes Drive, Largo, Florida 33773 ("Assignor"), is the sole and exclusive owner of various U.S. trademarks including, but not limited to, the U.S. trademark registrations described on Exhibit A attached hereto and made a part hereof (the "Marks"); and

WHEREAS, Valpak Direct Marketing Systems, Inc., a Delaware corporation, having a place of business at 8605 Largo Lakes Drive, Largo, Florida 33773 ("Assignee"), desires to acquire the entire right, title and interest in, to and under the Marks and the registrations thereof.

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00), to it in hand paid by said Assignee, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee all its right, title and interest in, to and under the Marks and registrations and applications therefor, together with the entire business of the Assignor to which the Marks pertain and the goodwill of the business symbolized by the Marks, together with the entire business of the Assignor to which the marks pertain; together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past violation, said rights to be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment had not been made.

Assignor hereby represents, warrants and covenants that (1) it is the sole creator and owner of the Marks; (2) it has the full power and authority to convey the right, title and interest herein assigned and transferred to Assignee; (3) it has not executed and will not execute any agreement in conflict herewith; (4) it has not granted and will not grant any rights in conflict herewith; and (5) it will execute any and all other instruments which may be reasonably necessary to evidence the assignment of the property and rights herein conveyed.

IN WITNESS WHEREOF, Assignor, intending to be legally bound, has caused this Assignment to be executed by its proper officers thereunto duly authorized as of the date written below.

COX TARGET MEDIA SALES, INC.

By: Don McCreery  
Name: Don McCreery  
Title: GENERAL COUNSEL  
Date: 8-18-08

EXHIBIT A

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
FROM THE CRADLE TO COLLEGE	75/451938	03/17/98	2,242,777	05/04/99
DELIVERING VALUE TO PARENTS	75/684387	04/15/99	2,326,557	03/07/00
DELIVERING VALUE TO AMERICA	75/196194	11/08/96	2,109,123	10/28/97