

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	11/11/2008

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Books Are Fun, Ltd.		12/19/2008	CORPORATION: IOWA

RECEIVING PARTY DATA

Name:	IMAGINE NATION BOOKS, LTD.
Street Address:	4601 Nautilus Court
City:	Boulder
State/Country:	COLORADO
Postal Code:	80301
Entity Type:	CORPORATION: IOWA

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Serial Number:	77080786	POCKET BLESSINGS
Registration Number:	2128314	BOOKS ARE FUN
Registration Number:	2269139	BOOKS ARE FUN LTD.
Registration Number:	3008449	BOOKS ARE FUN FOR BUSINESSES
Registration Number:	2986409	JEWELRY IS FUN
Registration Number:	2719215	
Registration Number:	2719217	
Registration Number:	3520387	ONE CLEAR CHOICE
Registration Number:	3093610	THE BATH & BEAUTY COLLECTION
Registration Number:	2956629	THE BATH & BEAUTY COLLECTION

CORRESPONDENCE DATA

Fax Number: (202)420-2201

OP \$265.00 77080786

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

Phone: 202-420-2200
Email: rothg@dicksteinshapiro.com
Correspondent Name: Gabrielle S. Roth -Dickstein Shapiro LLP
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Address Line 4: Washington, DISTRICT OF COLUMBIA 20006

ATTORNEY DOCKET NUMBER:	I9999.0000/T010
NAME OF SUBMITTER:	Gabrielle S. Roth
Signature:	/Gabrielle S. Roth/
Date:	01/08/2009

Total Attachments: 3
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Confirmatory Assignment of Trademarks

This Confirmatory Assignment of Trademarks is made by and between Books Are Fun, Ltd., an Iowa corporation with its principal place of business at 1680 Highway 1, Fairfield, Iowa 52556 ("Seller"), and Imagine Nation Books, Ltd., an Iowa corporation with its principal place of business at 4601 Nautilus Court, Boulder, Colorado 80301 ("Buyer").

Whereas, Seller is the owner of the trademarks shown on the attached Exhibit A, the registrations and applications for registration therefor, and the goodwill of the business in connection therewith (the "Trademarks").

Whereas, Buyer desires to acquire the Trademarks.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, Seller hereby sells, assigns and transfers unto Buyer, Seller's entire right, title and interest in and to the Trademarks and Seller's entire right, title and interest in and to any and all claims and demands it may have, at law or in equity, for past infringement of the Trademarks.

This Confirmatory Assignment of Trademarks is made pursuant to the "Asset Purchase Agreement" by and among Seller, The Reader's Digest Association, Inc., and Buyer, dated as of November 11, 2008.

In witness whereof, the Seller has caused this Confirmatory Assignment of Trademarks to be executed by its duly authorized representative as of the date written below.

*Remainder of Page Intentionally Left Blank.
Signatures Follow.*

Books Are Fun, Ltd.

By: 

Name: Harris Williams

Title: Executive Vice President

Date: December 19, 2008

Exhibit A
Trademarks

Country	Trademark	Registration (Application) Number	Issue (Filing) Date
United States	BOOKS ARE FUN	2128314	01/13/1998
United States	BOOKS ARE FUN LTD. and Design	2269139	08/10/1999
United States	BOOKS ARE FUN FOR BUSINESSES	3008449	10/25/2005
United States	JEWELRY IS FUN	2986409	08/16/2005
United States	POCKET BLESSINGS	(77/080786)	(01/11/2007)
United States	Apple and Books Design (New)	2719215	05/27/2003
United States	Apple and Books Design (Old)	2719217	05/27/2003
United States	ONE CLEAR CHOICE	3520387	10/21/2008
United States	THE BATH & BEAUTY COLLECTION and Design	3093610	05/16/2006
United States	THE BATH & BEAUTY COLLECTION and Design	2956629	05/31/2005