

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Time Life, Inc.		01/28/2004	CORPORATION:
RECEIVING PARTY DATA			
Name:	Direct Holdings Americas Inc.		
Street Address:	8280 Willow Oaks Corporate Dr		
City:	Fairfax		
State/Country:	VIRGINIA		
Postal Code:	22031		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2092233	WHAT LIFE WAS LIKE	
Registration Number:	2704009	ADRENALINE RIDE	
Registration Number:	2783452	STONEHENGE PRESS	
Registration Number:	1732984	MYSTERIES OF THE UNKNOWN	
Registration Number:	1762498	HEARTLAND MUSIC	
CORRESPONDENCE DATA			
Fax Number:	(914)244-5644		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	914-244-5206		
Email:	rdapto@rd.com		
Correspondent Name:	Mark Sirota		
Address Line 1:	Reader's Digest Road		
Address Line 4:	Pleasantville, NEW YORK 10570		
NAME OF SUBMITTER:	Mark Sirota		

CH \$140.00 2092233

Signature:

/Mark Sirota/

Date:

02/02/2009

Total Attachments: 0

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