

USPTO

3/4/2009 9:24:06 PM

PAGE 4/007

Fax Server

O:MARK SIROTA COMPANY:READER'S DIGEST ROAD

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.102/27/2009  
900128164

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Direct Holdings Americas Inc.		02/27/2009	CORPORATION:
RECEIVING PARTY DATA			
Name:	Saguaro Road Records, Inc.		
Street Address:	8280 Willow Oaks Corporate Dr		
City:	Fairfax		
State/Country:	VIRGINIA		
Postal Code:	22031		
Entity Type:	CORPORATION: <i>Incorporated in the State of Delaware</i>		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77976482	SAGUARO ROAD RECORDS	
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		
Signature:	/Mark Sirota/		
Date:	02/27/2009		
Total Attachments: 2 source=Saguaro Road Records SN 77976482 Assignment#page1.tif			

CH \$40.00 77976482

700401328

TRADEMARK  
REEL: 003946 FRAME: 0778

USPTO

3/4/2009 9:24:06 PM

PAGE

5/007

Fax Server

O:MARK SIROTA COMPANY:READER'S DIGEST ROAD

source=Saguaro Road Records SN 77976482 Assignment#page2.tif

TRADEMARK

REEL: 003946 FRAME: 0779

USPTO

3/4/2009 9:24:06 PM

PAGE 6/007

Fax Server

O:MARK SIROTA COMPANY:READER'S DIGEST ROAD

**Assignment of Trademark**

This TRADEMARK ASSIGNMENT is made as of the 27<sup>th</sup> day of February, 2009 by Direct Holdings Americas Inc., A Delaware Corporation ("Assignor"), to Saguaro Road Records, Inc., a Delaware corporation ("Assignee").

Whereas, Assignor is the owner of the trademark set forth on Exhibit 1 hereto.

NOW THEREFORE, for good and valuable consideration, receipt of which is acknowledged, Assignor hereby sells, transfers, conveys and assigns to Assignee all of Assignor's right, title and interest throughout the world in and to the trademark set forth on Exhibit 1 hereto, together with the associated goodwill and all applications, registrations, renewals, extensions, continuations, divisions and reissues relating thereto, all rights under licenses thereof and all rights to sue and recover for any and all past, present and future infringements thereof, for Assignee's own use and enjoyment of its successors, assigns, licensees and respective legal representatives as true and lawful Attorneys of Assignor to execute such further documents and instruments, and do such other acts and things as may be necessary or appropriate to effect the intentions hereof.

Direct Holdings Americas Inc.

By: 

Name: Mark Sirota

Title: Assistant Secretary

Date: February 27, 2009

TRADEMARK

REEL: 003946 FRAME: 0780

USPTO

3/4/2009 9:24:06 PM

PAGE

7/007

Fax Server

O:MARK SIROTA COMPANY:READER'S DIGEST ROAD

**EXHIBIT 1**

**MARK**

**U.S. APPLICATION NO.**

**APPLICATION DATE**

Saguaro Road Records

77/976,482

11/12/2007

**TRADEMARK**

**RECORDED: 02/27/2009**

**REEL: 003946 FRAME: 0781**