

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
Direct Holdings Americas Inc.		03/11/2009	CORPORATION: DELAWARE
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: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77326805	SAGUARO ROAD RECORDS	
Serial Number:	77432045	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:	03/11/2009		

Total Attachments: 2

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**TRADEMARK
 REEL: 003949 FRAME: 0940**

CH \$65.00 77326805

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Assignment of Trademark

This TRADEMARK ASSIGNMENT is made as of the 11th day of March, 2009 by Direct Holdings Americas Inc., A Delaware Corporation ("Assignor"), to Saguario Road Records, Inc., a Delaware corporation ("Assignee").

Whereas, Assignor is the owner of the trademarks 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 trademarks 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.

This Assignment includes the entire portion of the business of Applicant to which the marks pertain.

Direct Holdings Americas Inc.

By: 

Name: Mark Sirota

Title: Assistant Secretary

Date: March 11, 2009

EXHIBIT 1

MARK

U.S. SERIAL NO.

APPLICATION DATE

Saguaro Road Records

77/326805

November 12, 2007

Saguaro Road Records & Design

77/432045

March 26, 2008