

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Doubleday Book & Music Clubs, Inc.		12/21/1995	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Doubleday Direct, Inc.		
<b>Street Address:</b>	501 Franklin Avenue		
<b>City:</b>	Garden City		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	11530		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1141664	MILITARY BOOK CLUB	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(404)881-7777		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404-881-7000		
Email:	betsy.perkins@alston.com		
Correspondent Name:	Laura Kees		
Address Line 1:	1201 West Peachtree Street		
Address Line 4:	Atlanta, GEORGIA 30309-3424		
ATTORNEY DOCKET NUMBER:	055205/223608		
NAME OF SUBMITTER:	Laura Kees		
Signature:	/Laura Kees/		
Date:	11/18/2010		

OP \$40.00 1141664

Total Attachments: 1

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CERTIFICATE OF AMENDMENT  
OF  
CERTIFICATE OF INCORPORATION  
OF  
DOUBLEDAY BOOK & MUSIC CLUBS, INC.

Under Section 805 of the Business Corporation Law

We, the undersigned, being respectively the President and Secretary of  
Doubleday Book & Music Clubs, Inc. do hereby certify:

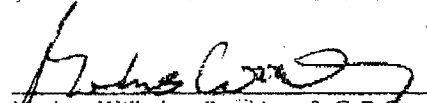
1. The name of the Corporation is Doubleday Book & Music Clubs, Inc.
2. The Certificate of Incorporation of the Corporation was filed by the  
Department of State on July 25, 1917--the name under which it was incorporated is  
Nelson Doubleday, Inc.
3. The Certificate of Incorporation is hereby amended to change the  
corporation's name.

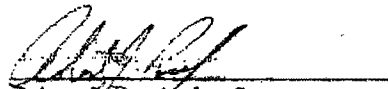
Paragraph One of the Certificate of Incorporation is amended to read as follows:

The name of the Corporation is DOUBLEDAY DIRECT, INC.

This Amendment to the Certificate of Incorporation was authorized by  
unanimous written consent of the Board of Directors and written consent of the sole  
shareholder of the Corporation.

IN WITNESS WHEREOF, we have signed this Certificate of Amendment this  
21st day of December, 1995, and hereby affirm the truth of the statements contained  
herein under the penalties of perjury.

  
Markus Wilhelm, President & C.E.O.

  
Robert J. Posch, Jr., Secretary

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