

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
Doubleday Book & Music Clubs, Inc.		12/21/1995	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Doubleday Direct, Inc.		
Street Address:	501 Franklin Avenue		
City:	Garden City		
State/Country:	NEW YORK		
Postal Code:	11530		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1146507	SCIENCE FICTION BOOK CLUB	
CORRESPONDENCE DATA			
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:	barbara.yates@alston.com		
Correspondent Name:	Laura Kees, Esq.		
Address Line 1:	1201 W. Peachtree Street		
Address Line 2:	c/o Alston & Bird LLP		
Address Line 4:	Atlanta, GEORGIA 30309-3424		
NAME OF SUBMITTER:	Laura Kees		
Signature:	/Laura Kees/		
Date:	01/06/2011		

OP \$40.00 1146507

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:

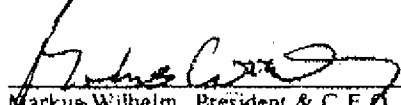
1. The name of the Corporation is Doubleday Book & Music Clubs, Inc.
2. The Certificate of Incorporation of the Corporation was filed by the
Department of State on July 25, 1917--the name under which it was incorporated is
Nelson Doubleday, Inc.
3. The Certificate of Incorporation is hereby amended to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

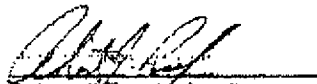
Paragraph One of the Certificate of Incorporation is amended to read as follows:

The name of the Corporation is DOUBLEDAY DIRECT, INC.

4. 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 K. Posch, Jr., Secretary

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