

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
QSP, a division of TI Media Solutions Inc.	FORMERLY QSP, Inc.	01/13/2012	CORPORATION: DELAWARE
Quality Service Programs Inc.		01/13/2012	CORPORATION: CANADA
eFundraising.com Corporation Incorporated		01/13/2012	CORPORATION: CANADA
Fundraising.com, Inc.		01/13/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Great American Opportunities, Inc.
Street Address:	2451 Atrium Way
City:	Nashville
State/Country:	TENNESSEE
Postal Code:	37230
Entity Type:	CORPORATION: TENNESSEE

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	0960085	QSP
Registration Number:	1522224	FAMILY READING PROGRAM
Registration Number:	1680530	PLEASANTVILLE FARMS
Registration Number:	1888029	MAGNET
Registration Number:	1906171	COLLECTOR'S CHOICE
Registration Number:	2513513	FUNDRAISING.COM
Registration Number:	2584127	THE #1 INTERNET FUNDRAISING COMPANY
Registration Number:	3120054	E EFUNDRAISING.COM
Registration Number:	3191690	YOUR ONLINE FUNDRAISING CAMPAIGN!
Registration Number:	3388888	BE EXCITED ABOUT READING

CH \$290.00 0960085

Registration Number:

3388889

BE EXCITED ABOUT READING

CORRESPONDENCE DATA

Fax Number:

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Email: ehaughey@fchs.com

Correspondent Name: Edmund J. Haughey

Address Line 1: 1290 Avenue of the Americas

Address Line 2: Fitzpatrick, Cella, Harper & Scinto

Address Line 4: New York, NEW YORK 10104-3800

ATTORNEY DOCKET NUMBER:

01515.605600

NAME OF SUBMITTER:

Edmund J. Haughey

Signature:

/Edmund J. Haughey/

Date:

04/19/2012

Total Attachments: 9

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ASSIGNMENT AND TRANSFER OF TRADEMARKS

This ASSIGNMENT AND TRANSFER OF TRADEMARKS (this "Agreement"), dated as of January 13, 2012, is by and among QSP, a division of TI Media Solutions Inc., a Delaware corporation (formerly known as QSP, Inc.) ("Seller"), Quality Service Programs Inc., an Ontario corporation ("QSP Canada"), eFundraising.com Corporation Incorporated, a Nova Scotia corporation ("eFR"), Fundraising.com, Inc. ("FCI" and together with Seller, QSP Canada and eFR, the "Assignors"), Great American Opportunities, Inc., a Tennessee corporation ("GAO") and Mikla Foods Canada, Inc., a Canadian corporation ("Mikla" and together with GAO, the "Assignees"). Each capitalized term used but not otherwise defined herein shall have the meaning specified for such term in the Purchase Agreement (as defined below).

WHEREAS, the Assignors and Assignees are party to that certain Asset Purchase Agreement, dated as of January 13, 2012 (the "Purchase Agreement"), providing for the sale to, and purchase by, Assignees of all of the respective Assignors' right, title and interest in and to the Transferred Assets, including the Trademarks; and

WHEREAS, Assignees have agreed to purchase, and the Assignors have agreed to assign, all rights that the Assignors own, respectively, in the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignment. To the extent assignable pursuant and subject to the terms and conditions of the Asset Purchase Agreement, the Assignors hereby irrevocably assign to the Assignees all of the Assignors' right, title and interest in and to the Trademarks set forth on Schedule A attached hereto, together with any and all goodwill associated therewith, with Trademarks comprising Canadian Transferred Assets assigned to Mikla and all other Trademarks assigned to GAO.

2. Governing Law. This Agreement shall be governed by and construed in accordance with the laws of the State of New York without giving effect to any conflict of laws rules which may result in the application of the laws of any other jurisdiction.

3. Conflict. This Agreement is delivered pursuant to and is subject to the Purchase Agreement. Neither the representations and warranties, nor the rights and remedies of the Assignees or the Assignors under the Purchase Agreement, shall be deemed to be enlarged, modified, or in any way altered by the terms of this Agreement. In the event of any conflict between the terms of the Purchase Agreement and the terms of this Agreement, the terms of the Purchase Agreement will prevail.

* * *

IN WITNESS WHEREOF, the parties have caused this Agreement to be signed by their respective officers thereunto duly authorized, all as of the date first written above.

ASSIGNORS:

QSP, a division of T1 Media Solutions Inc.

By: Robert E. Breunig
Name: Robert E. Breunig
Title: VP & CFO

QUALITY SERVICE PROGRAMS INC.

By: Robert E. Breunig
Name: Robert E. Breunig
Title: VP & CFO

EFUNDRAISING.COM CORPORATION
INCORPORATED

By: Robert E. Breunig
Name: Robert E. Breunig
Title: VP

FUNDRAISING.COM, INC.

By: Howard M. Averill
Name: Howard M. Averill
Title: VP & Treasurer

ASSIGNEES:

GREAT AMERICAN OPPORTUNITIES, INC.

By: _____
Name:
Title:

MIKLA FOODS CANADA, INC.

By: _____
Name:
Title:

Assignment and Transfer of Trademarks

IN WITNESS WHEREOF, the parties have caused this Agreement to be signed by their respective officers thereunto duly authorized, all as of the date first written above.

ASSIGNORS:

QSP, a division of TI Media Solutions Inc.

By: _____
Name: Robert E. Bretnig
Title: VP & CFO

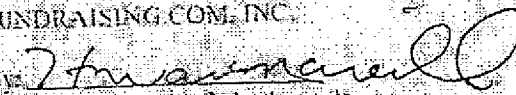
QUALITY SERVICE PROGRAMS INC.

By: _____
Name: Robert E. Bretnig
Title: VP & CFO

FUNDRAISING.COM CORPORATION
INCORPORATED

By: _____
Name: Robert E. Bretnig
Title: VP

FUNDRAISING.COM, INC.

By: 
Name: Howard M. Averill
Title: VP & Treasurer

ASSIGNEES:

GREAT AMERICAN OPPORTUNITIES, INC.

By: _____
Name:
Title:

MILK & FOODS CANADA, INC.

By: _____
Name:
Title:

Assignment and Transfer of Trademarks

IN WITNESS WHEREOF, the parties have caused this Agreement to be signed by their respective officers thereunto duly authorized, all as of the date first written above.

ASSIGNORS:

QSP, a division of TI Media Solutions Inc.

By: _____
Name:
Title:

QUALITY SERVICE PROGRAMS INC.

By: _____
Name:
Title:

EFUNDRAISING.COM CORPORATION
INCORPORATED


By: _____
Name:
Title:

FUNDRAISING.COM, INC.

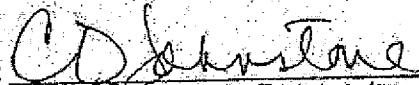
By: _____
Name:
Title:

ASSIGNEES:

GREAT AMERICAN OPPORTUNITIES, INC.

By: 
Name: Stephen Hays
Title: CEO

MIKLA FOODS CANADA, INC.

By: 
Name: Cynthia Souin Stone
Title: Secretary/Treasurer

Assignment and Transfer of Trademarks

Schedule A

See attached.

Country: Canada

Trademark	Docket Number/SubCase	Status Class(es)	Application Number/Date	Registration Number/Date
EFUNDRAISING.COM & DESIGN	2008-1027(1)/TI/	Registered 36 Int.	1033078-00 20-Oct-1999	TMA629983 12-Jan-2005

*Product Group(s):**Goods:* 36 Int.: (1) Charitable fundraising services

Owner: eFundraising.com Corporation (Canadian Company)



eFundraising.com

GIVE N' TAKE	2008-1034(1)/TI/	Registered 16 Int., 36 Int.	759220-00 12-Jul-1994	TMA456599 19-Apr-1996
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*Product Group(s):**Goods:* 16 Int.: (1) Wares promoting charitable and non-profit organizations, namely booklets comprised of scratch cards determining the contribution to charitable and non-profit organizations and discount coupons and with wares used by charitable and non-profit organizations in fundraising campaigns, namely, presentation booklets and pamphlets, flyers, brochures, containing information on the fundraising campaign.

36 Int.: (1) Fundraising services.

Owner: eFundraising.com Corporation (Canadian company)

QSP	2008-1020(1)/TI/	Registered 35 Int.	370825-00 14-Dec-1973	TMA201903 20-Sep-1974
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*Product Group(s):**Goods:* 35 Int.: (1) Organization services in fund raising activities by groups in the form of magazine and condiment sales.

Owner: QSP, Inc. (n/k/a TI Media Solutions Inc.) (Delaware corporation)

QSP & DESIGN	2008-1021(1)/TI/	Registered 35 Int., 36 Int., 41 Int.	862664-00 27-Nov-1997	TMA500184 08-Sep-1998
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*Product Group(s):**Goods:* 35 Int.: (1) Organization services for group fund raising activities through sales of subscriptions for periodical publications, books, food products, condiments, bulbs, seeds, cards, paper, ribbon, candy, jewellery, ceramics, holiday ornaments, picture frames, calendars, videos, recorded music gift products, computer games and software.

36 Int.

41 Int.

Owner: QSP, Inc. (n/k/a TI Media Solutions Inc.) (Delaware corporation)



Trademark List by Country

Country: United States of America

Trademark	Docket Number/SubCase	Status Class(es)	Application Number/Date	Registration Number/Date
BE EXCITED ABOUT READING and Design	2008-1010(1)/TI/	Registered 36 Int.	78/779409 22-Dec-2005	3,388,889 26-Feb-2008

Product Group(s):

Goods: 36 Int.: (U.S. Class: 100, 101, 102) Charitable fundraising services, namely, sharing profits from magazine subscription sales with not-for-profit organizations

Owner: TI Media Solutions Inc. (f/k/a QSP, Inc.) (Delaware corporation)



BE EXCITED ABOUT READING and Design	2008-1009(1)/TI/	Registered 36 Int.	78/779407 22-Dec-2005	3,388,888 26-Feb-2008
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Product Group(s):

Goods: 36 Int.: (U.S. Class: 100, 101, 102) Charitable fundraising services, namely, sharing profits from magazine subscription sales with not-for-profit organizations

Owner: TI Media Solutions Inc. (f/k/a QSP, Inc.) (Delaware corporation)



COLLECTOR'S CHOICE	2008-1011(1)/TI/	Registered 42 Int.	74/554225 27-Jul-1994	1,906,171 18-Jul-1995
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Product Group(s):

Goods: 42 Int.: (U.S. Class 101): Mail order catalog services featuring gift items, including food, kitchen items, home decorating items, children's books, paper goods and the like

Owner: TI Media Solutions Inc. (f/k/a QSP, Inc.) (Delaware corporation)

E EFUNDRAISING.COM and Design	2008-1039(1)/TI/	Registered 36 Int.	78/670659 14-Jul-2005	3,120,054 25-Jul-2006
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Product Group(s):

Goods: 36 Int.: (U.S. Class: 100, 101, 102) Charitable fundraising services

Owner: Fundraising.com, Inc. (Delaware corporation)



eFundraising.com

FAMILY READING PROGRAM	2008-1013(1)/TI/	Registered 42 Int.	73/731742 31-May-1988	1,522,224 24-Jan-1989
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Product Group(s):

Goods: 42 Int.: (U.S. Class: 100) Providing fund raising services by which magazine subscriptions are sold by participating groups for their financial benefit.

Owner: TI Media Solutions Inc. (f/k/a QSP, Inc.) (Delaware corporation)

Country: United States of America

Trademark	Docket Number/SubCase	Status Class(es)	Application Number/Date	Registration Number/Date
FUNDRAISING.COM	2008-1024(1)/TI/	Registered 35 Int.	75/720860 03-Jun-1999	2,513,513 27-Nov-2001

Product Group(s):

Goods: 35 Int.: (U.S. Class: 100, 101, 102) Wholesale distributorship services featuring magazines, scratch-off donation cards, brochures, catalogs, t-shirts, static-cling window decorations; first aid kits; candles, bath and shower gels, body lotions, cheese, sausage, nuts, candy, cookie dough, pizza, plants and flowers; all for use in fundraising activities by schools, athletic teams, clubs and other charitable and non-profit organizations.

Owner: Fundraising.com, Inc. (Delaware corporation)

MAGNET	2008-1015(1)/TI/	Registered 36 Int.	74/415171 19-Jul-1993	1,888,029 04-Apr-1995
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Product Group(s):

Goods: 36 Int.: (U.S. Class: 102) Fundraising services in the nature of magazine sales by school

Owner: TI Media Solutions Inc. (f/k/a QSP, Inc.) (Delaware corporation)

PLEASANTVILLE FARMS	2008-1016(1)/TI/	Registered 30 Int.	74/168652 21-May-1991	1,680,530 24-Mar-1992
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Product Group(s):

Goods: 30 Int.: (U.S. Class: 46) Candy

Owner: TI Media Solutions Inc. (f/k/a QSP, Inc.) (Delaware corporation)

QSP (Stylized)	2008-1017(1)/TI/	Registered 35 Int.	72/420309 03-Apr-1972	960,085 29-May-1973
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Product Group(s):

Goods: 35 Int.: (U.S. Class: 101) Organization services in fund raising activities by groups in the form of magazine [and condiment] sales

Owner: TI Media Solutions Inc. (f/k/a QSP, Inc.) (Delaware corporation)

QSP

THE #1 INTERNET FUNDRAISING COMPANY	2008-1025(1)/TI/	Registered 35 Int.	75/005053 21-Apr-2000	2,584,127 18-Jun-2002
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Product Group(s):

Goods: 35 Int.: Wholesale distributorship services featuring lollipops, flowers, magazines, candy, nuts, [brochures,] t-shirts, scratch cards, cookie dough, [discount cards, first aid kits,] prizes, [static clings,] flower bulbs, [frozen food, greeting cards,] cheese and sausage, giftware, books, candles, gift wrap, jewelry, and Christmas, [halloween, valentine's day, thanksgiving, independence day] and easter related decorations all for use in charitable fundraising provided over a global computer network

Owner: Fundraising.com, Inc. (Delaware corporation)

January 09, 2012

Trademark List by Country

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Country: United States of America

Trademark	Docket Number/SubCase	Status Class(es)	Application Number/Date	Registration Number/Date
YOUR ONLINE FUNDRAISING CAMPAIGN! and Design	2008-1007(1)/TV/	Registered 36 Int.	78/668143 12-Jul-2006	3,191,690 02-Jan-2007

Product Group(s):

Goods: 36 Int.: (U.S. Class: 100, 101, 102) Charitable fundraising services.

Owner: Fundraising.com, Inc. (Delaware corporation)

YOUR @ ONLINE
FUNDRAISING CAMPAIGN!