

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM328595

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Reader's Digest Association, Inc.		01/12/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Studio Fun International, Inc.		
Street Address:	44 South Broadway		
Internal Address:	Legal Dept		
City:	White Plains		
State/Country:	NEW YORK		
Postal Code:	10601		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4660780	ARTFOLDS	
CORRESPONDENCE DATA			
Fax Number:	9148311279		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	914-244-5206		
Email:	mark.sirota@rd.com		
Correspondent Name:	Mark Sirota		
Address Line 1:	44 South Broadway		
Address Line 2:	Legal Dept		
Address Line 4:	White Plains, NEW YORK 10601		
NAME OF SUBMITTER:	Mark Sirota		
SIGNATURE:	/Mark Sirota/		
DATE SIGNED:	01/12/2015		
Total Attachments: 2			
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Trademark Assignment

This TRADEMARK ASSIGNMENT is made as of the 12th day of January, 2015 by The Reader's Digest Association, Inc., a Delaware Corporation ("Assignor"), to Studio Fun International, 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 and continuations relating thereto, 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.

The Reader's Digest Association, Inc.

By: 

Name: Mark Sirota

Title: Vice President, General Counsel,
Business Operations

EXHIBIT 1

<u>Country</u>	<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
United States	ARTFOLDS	4,660,780	December 23, 2014