

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM360581

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Trusted Media Brands, Inc.	FORMERLY The Reader's Digest Association, Inc.	10/30/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Studio Fun International, Inc.		
Street Address:	44 South Broadway		
City:	White Plains		
State/Country:	NEW YORK		
Postal Code:	10601		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	2269710	CARRYALONG	
Registration Number:	2211920	THE FIRST BIBLE COLLECTION	
Registration Number:	2375856	MOVE-ALONG BEAD	
Registration Number:	2333807	READER'S DIGEST CHILDREN'S BOOKS	
Registration Number:	2253838	SNAPPY FUN	
Registration Number:	2907708	MOVIE THEATER STORYBOOK & MOVIE PROJECTO	
Registration Number:	3131410	MUSIC PLAYER STORYBOOK	
Registration Number:	4169004	ALL-STAR READERS	
Registration Number:	4206863	3-D MOVIE THEATER 3-D STORYBOOK & MOVIE	
Registration Number:	4258762	CHILLER THRILLERS	
Registration Number:	4697327	STUDIO FUN BOOKS	
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:	rdapto@rd.com		
Correspondent Name:	Mark Sirota c/o Trusted Media Brands Inc		
Address Line 1:	44 South Broadway		

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Address Line 4:	White Plains, NEW YORK 10601
NAME OF SUBMITTER:	Mark Sirota
SIGNATURE:	/Mark Sirota/
DATE SIGNED:	10/30/2015
Total Attachments: 2 source=TM Assignment of SFI TMs to SFI from TMBI#page1.tif source=TM Assignment of SFI TMs to SFI from TMBI#page2.tif	

Trademark Assignment

This TRADEMARK ASSIGNMENT is made as of the 30th day of October, 2015 by Trusted Media Brands, Inc., a Delaware Corporation ("Assignor"), to Studio Fun International, 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 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.

Trusted Media Brands, Inc.

By: 

Name: Mark Sirota

Title: Vice President, General Counsel
& Secretary

EXHIBIT 1

<u>Country</u>	<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
United States	Carryalong	2269710	August 10, 1999
United States	The First Bible Collection & Logo	2211920	December 15, 1998
United States	Move-Along Bead	2375856	August 8, 2000
United States	Reader's Digest Children's Books	2333807	March 21, 2000
United States	Snappy Fun	2253838	June 15, 1999
United States	Movie Theater Storybook & Movie Projector	2907708	December 7, 2004
United States	Music Player Storybook	3131410	August 15, 2006
United States	All-Star Readers	4169004	July 3, 2012
United States	3-D Movie Theater 3-D Storybook & Movie Projector	4206863	September 11, 2012
United States	Chiller Thrillers	4258762	December 11, 2012
United States	Studio Fun Books	4697327	March 3, 2015