

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
FUNDRAISING, INC.		10/06/2006	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	READER'S DIGEST SUB EIGHT, INC.		
Street Address:	Reader's Digest Road		
City:	Pleasantville		
State/Country:	NEW YORK		
Postal Code:	10570		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2513513	FUNDRAISING.COM	
Registration Number:	2584127	THE #1 INTERNET FUNDRAISING COMPANY	
CORRESPONDENCE DATA			
Fax Number:	(914)244-5644		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	914-244-5206		
Email:	rdapto@rd.com		
Correspondent Name:	Mark Sirota		
Address Line 1:	Reader's Digest Road		
Address Line 4:	Pleasantville, NEW YORK 10570		
NAME OF SUBMITTER:	Mark Sirota		
Signature:	/Mark Sirota/		
Date:	11/20/2007		

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Total Attachments: 2

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CONFIRMATORY ASSIGNMENT OF TRADEMARKS

This Confirmatory Assignment of Trademarks is made by and between FUNDRAISING, INC., a Wisconsin corporation ("Seller"), located at N144 W5620 Pioneer Road Cedarburg, WI 53012, and READER'S DIGEST SUB EIGHT, INC., a Delaware corporation ("Purchaser"), located at Reader's Digest Road, Pleasantville, New York 10570.

Whereas, Seller is the owner of the trademarks shown on the attached Schedule A, the registrations therefore, and the goodwill of the business in connection therewith (the "Trademarks").

Whereas, Purchaser desires to acquire the Trademarks.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, Seller hereby sells, assigns and transfers unto Purchaser, Seller's entire right, title and interest in and to the Trademarks and Seller's entire right, title and interest in and to any and all claims and demands it may have, at law or in equity, for past infringement of the Trademarks.

This Confirmatory Assignment of Trademarks is made pursuant to that certain Asset Purchase Agreement of even date herewith by and between Seller, Purchaser and others (the "Asset Purchase Agreement").

In witness whereof, the Seller has caused this Confirmatory Assignment of Trademarks to be executed by its duly authorized representative as of October 6, 2006.

FUNDRAISING, INC.

By: *Richard Raddatz*
Name: Richard Raddatz
Title: Chairman

STATE OF WISCONSIN)
Milwaukee)
COUNTY)

Personally came before me this October 6th 2006, the above-named individual, to me known to be the person who executed this document and acknowledged the same.

Chad Anthony
Notary Public, State of Wisconsin
My commission expires: is permanent



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SCHEDULE A

<u>Trademark</u>	<u>Reg. No./ Issue Date</u>	<u>Goods/Services</u>
FUNDRAISING.COM	2,513,513 11/27/2001 Supplemental Register	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
THE #1 INTERNET FUNDRAISING COMPANY	2,584,127 06/18/2002 Supplemental Register	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