

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Direct Holdings Americas Inc.		03/16/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	JPMorgan Chase Bank, N.A., as Administrative Agent		
Street Address:	P.O. Box 2558		
City:	Houston		
State/Country:	TEXAS		
Postal Code:	77252		
Entity Type:	National Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3420775	FAMILY FAVORITES MADE EASY	
Serial Number:	78751440	FAMILY FAVORITES MADE EASY	
Serial Number:	77137374	STARVISTA	
CORRESPONDENCE DATA			
Fax Number:	(212)455-2502		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 455-7976		
Email:	ksolomon@stblaw.com		
Correspondent Name:	Mindy M. Lok, Esq.		
Address Line 1:	Simpson Thacher & Bartlett LLP		
Address Line 2:	425 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	509265/1219		
NAME OF SUBMITTER:	Mindy M. Lok		

OP \$90.00 3420775

Signature:

/ml/

Date:

03/17/2009

Total Attachments: 5

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GRANT OF
SECURITY INTEREST IN TRADEMARK RIGHTS

This GRANT OF SECURITY INTEREST IN TRADEMARK RIGHTS ("Agreement"), dated as of dated as of March 16, 2009, is made by DIRECT HOLDINGS AMERICAS INC., a Delaware corporation (the "Grantor"), in favor of JPMORGAN CHASE BANK, N.A., a national banking association, as Administrative Agent (the "Agent") for the lending and other financial institutions (the "Lenders") from time to time parties to the Credit Agreement, dated as of March 2, 2007 (as amended, supplemented or otherwise modified from time to time, the "Credit Agreement"), among DOCTOR ACQUISITION CO., a Delaware corporation, RDA HOLDING CO., a Delaware corporation, THE READER'S DIGEST ASSOCIATION, INC., a Delaware corporation, the Overseas Borrowers from time to time party thereto (together with the Company, the "Borrowers"), the Lenders, the Agent, CITICORP NORTH AMERICA, INC. and MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED, as Co-Syndication Agents, and THE ROYAL BANK OF SCOTLAND PLC, as Documentation Agent.

WITNESSETH:

WHEREAS, pursuant to the Credit Agreement, the Lenders have severally agreed to make extensions of credit to the Borrowers upon the terms and subject to the conditions set forth therein; and

WHEREAS, in connection with the Credit Agreement, the Borrowers, the Grantor and certain other related entities have executed and delivered a Guarantee and Collateral Agreement, dated as of March 2, 2007, in favor of the Agent (together with all amendments and modifications, if any, from time to time thereafter made thereto, the "Guarantee and Collateral Agreement");

WHEREAS, as collateral security for the prompt and complete payment and performance when due (whether at the stated maturity, by acceleration or otherwise) of the Grantor's Obligations, the Grantor, pursuant to the Guarantee and Collateral Agreement, pledged and granted to the Agent for the ratable benefit of the Secured Parties a security interest in all Intellectual Property, including the Trademarks; and

WHEREAS, the Grantor has duly authorized the execution, delivery and performance of this Agreement;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and in order to induce the Lenders to make Credit Extensions and other financial accommodations to the Borrowers pursuant to the Credit Agreement, the Grantor agrees, for the ratable benefit of the Secured Parties, as follows:

SECTION 1. Definitions. Unless otherwise defined herein or the context otherwise requires, terms used in this Agreement, including its preamble and recitals, have the

meanings provided or provided by reference in the Credit Agreement and the Guarantee and Collateral Agreement.

SECTION 2. Grant of Security Interest. The Grantor hereby pledges and grants a security interest in the Trademarks (including, without limitation, those items listed on Schedule A hereto), to the Agent for the ratable benefit of the Secured Parties as collateral security for the prompt and complete payment and performance when due (whether at the stated maturity, by acceleration or otherwise) of the Grantor's Obligations.

SECTION 3. Purpose. This Agreement has been executed and delivered by the Grantor for the purpose of recording the grant of security interest herein with the United States Patent and Trademark Office. The security interest granted hereby has been granted to the Agent for the ratable benefit of the Secured Parties in connection with the Guarantee and Collateral Agreement and is expressly subject to the terms and conditions thereof. The Guarantee and Collateral Agreement (and all rights and remedies of the Agent thereunder) shall remain in full force and effect in accordance with its terms.

SECTION 4. Acknowledgment. The Grantor does hereby further acknowledge and affirm that the rights and remedies of the Agent with respect to the security interest in the Trademarks granted hereby are more fully set forth in the Credit Agreement and Guarantee and Collateral Agreement, the terms and provisions of which (including the remedies provided for therein) are incorporated by reference herein as if fully set forth herein. In the event of any conflict between the terms of this Agreement and the terms of the Guarantee and Collateral Agreement or Credit Agreement, the terms of the Guarantee and Collateral Agreement or Credit Agreement shall govern.

SECTION 5. Counterparts. This Agreement may be executed in counterparts, each of which will be deemed an original, but all of which together constitute one and the same original.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed and delivered by their respective officers thereunto duly authorized as of this 16th day of March, 2009.

DIRECT HOLDINGS AMERICAS, Inc.

By: Andrea R. Newborn

Name: Andrea R. Newborn

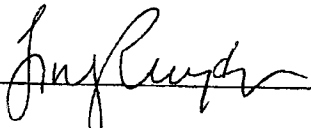
Title: Secretary

[SIGNATURE PAGE TO GRANT OF SECURITY INTEREST IN TRADEMARK RIGHTS]

TRADEMARK

REEL: 003953 FRAME: 0844

JPMORGAN CHASE BANK, N.A.
as Administrative Agent for the Lenders

By: 

Name: TINA L. RUYTER
Title: VICE PRESIDENT

[SIGNATURE PAGE TO GRANT OF SECURITY INTEREST IN TRADEMARK
RIGHTS]

SCHEDULE A

U.S. Trademark Registrations and Applications

Title	Registration Number/Serial Number	Owner
FAMILY FAVORITES MADE EASY	3,420,775	DIRECT HOLDINGS AMERICAS INC.
FAMILY FAVORITES MADE EASY	78/751,440	DIRECT HOLDINGS AMERICAS INC.
STARVISTA	77/137,374	DIRECT HOLDINGS AMERICAS INC.

509265-1219-11978-Active.11569303.1