

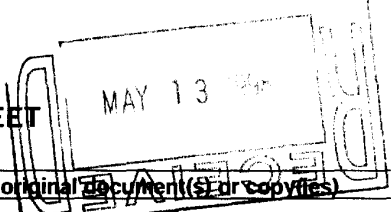
05-19-1998

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK



100715772

**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**



MRD 5-13-98

TO: The Commissioner of Patents and Trademarks: Please record the attached original document (S) or copies (C)

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment
 - License
 - Security Agreement
 - Nunc Pro Tunc Assignment
 - Merger
 - Change of Name
 - Other _____
- Effective Date
Month Day Year
01151998

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name Targeted Media For Medicine, Inc.

01151998

Formerly _____

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other _____
- Citizenship/State of Incorporation/Organization New Jersey

Receiving Party

Mark if additional names of receiving parties attached

Name HST Service Corp.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 220 Continental Drive

Address (line 2) Suite 115

Address (line 3) Newark

City

DE

State/Country

19713

Zip Code

- Individual
 - General Partnership
 - Limited Partnership
 - Corporation
 - Association
 - Other _____
- If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Citizenship/State of Incorporation/Organization Delaware

05/14/1998 DCOATES 00000121 75251369

FOR OFFICE USE ONLY

01 FC:481
02 FC:482

40.00 OF
25.00 OF

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK

REEL: 1727 FRAME: 0280

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text" value="75251369"/>	<input type="text" value="74600522"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment: Enclosed Deposit Account

Deposit Account
(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

Authorization to charge additional fees: Yes No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Marya Lenn Yee
Name of Person Signing

Marya Lenn Yee
Signature

5/8/98
Date Signed

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
ASSIGNMENT OF TRADEMARKS

Whereas, Targeted Media For Medicine, Inc. a New Jersey corporation located and doing business at 5 Marineview Plaza, Hoboken, New Jersey 07030 ("Assignor") has intended to use the mark listed on the attached Schedule (the "Schedule") in interstate commerce and has filed applications for registration of the marks with the United States Patent and Trademark Office on the date specified on the Schedule based on its bona fide intent to use such marks in commerce, which applications have been given the serial numbers set forth on the schedule, but has not yet filed allegations of use of the marks under Section 1(c) or 1(d) of the Trademark Act, and

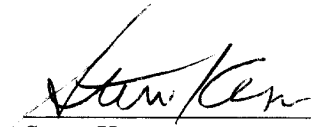
Whereas HSI Service Corp., a Delaware corporation located and doing business at 220 Continental Drive, Suite 115, Newark, Delaware 19713 ("Assignee") is acquiring the entire business or portion thereof to which the mark pertains as required by 15 USC §1060.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee the marks in the applications identified in the attached Schedule as part of the entire business or portion thereof to which the marks pertains as required by 15 USC §1060.

TARGETED MEDIA FOR MEDICINE, INC.

Dated: 11/5/98

By:



Steve Kess
President

SCHEDULE

MARK

SERIAL NO.

CARING PARTNERS (Filed 3/3/97)

75/251,369

RX FAX (Filed 11/18/94)

74/600,522