

05-19-1999



101039397

MRD 5-13-99

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies)

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
01-15-98

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name HSI Service Corp.

04-09-99

Formerly

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

Receiving Party

Mark if additional names of receiving parties attached

Name Targeted Media for Medicine, Inc.

DBA/AKATA

Composed of

Address (line 1) 5 Marineview Plaza

Address (line 2)

Address (line 3) Hoboken New Jersey 07030

- Individual General Partnership Limited Partnership 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.)
- Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

05/18/1999 MTHA11 00000029 1717093
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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:

TRADEMARK
REEL: 001898 FRAME: 0050

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"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="1,717,093"/> | <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.

Alan H. Levine

May 10, 1999

Name of Person Signing

Signature

Date Signed

REASSIGNMENT OF TRADEMARK

On January 15, 1998, Targeted Media for Medicine, Inc. executed an assignment erroneously assigning Registration No. 1,717,093, covering the trademark LEGAL LESSONS, to HSI Service Corp. That assignment was recorded in the Patent and Trademark Office on May 13, 1998, on Reel 1733, Frame 0576.

HSI Service Corp. and Targeted Media for Medicine, Inc. wish to correct this erroneous assignment by retransferring registration No. 1,717,093 from HSI Service Corp. to Targeted Media for Medicine, Inc. as of the date of the erroneous assignment, namely, January 15, 1998.

Therefore, and in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, HSI Service Corp., by these presents does, as of January 15, 1998, sell, assign, and transfer unto Targeted Media for Medicine, Inc., having a place of business at 5 Marinview Plaza, Hoboken, New Jersey 07030, the entire right, title and interest in and to the trademark LEGAL LESSONS and the United States registration thereof, No. 1,717,093, together with that part of the good will of the business connected with the use of and symbolized by said mark.

And for the same consideration, HSI Service Corp., further assigns to Targeted Media for Medicine, Inc. all of its right, title, and interest to all damages and profits for infringement of said trademark during the period that HSI Service Corp. was the assignee thereof..

HSI Service Corp.

By Mark Mlotek 4/9/99
Mark Mlotek