06-11-2	2001
Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)  Tab settings ⇔⇔ ▼ 101744	T U.S. DEPARTMENT OF COMMERCE 'U.S. Patent and Trademark Office
To the Honorable Commissioner are us and Trademarks: Please record the attached original documents or copy thereof.	
1. Name of conveying party(ies):  The Hearst Corporation 959 Eighth Avenue  New York, New York 10019  ☐ Individual(s) ☐ Association ☐ General Partnership ☐ Limited Partnership ☐ Corporation-State ☐ Other ☐ Other ☐ Additional name(s) of conveying party(ies) attached? ☐ Yes ☐ No  3. Nature of conveyance:	2. Name and address of receiving party(ies)  Name: First DataBank, Inc. Internal Address:  Street Address: 1111 Bayhill Drive  City: San Bruno State: CA Zip: 94066  Individual(s) citizenship  Association  General Partnership  Limited Partnership
Assignment	Corporation-State Missouri  Other  If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address( es) attached? Yes No
4. Application number(s) or registration number(s):  A. Trademark Application No.(s)  Additional number(s) att	B. Trademark Registration No.(s) tached □ Yes ☑ No 1,694,145
Name and address of party to whom correspondence concerning document should be mailed:	6. Total number of applications and registrations involved:
Name: Clifford Chance Rogers & Wells Internal Address: 200 Park Avenue	7. Total fee (37 CFR 3.41)\$_40  Enclosed  Authorized to be charged to deposit account
Street Address:	8. Deposit account number:  18–1843
City: New York State: NY Zip: 10166	(Attach duplicate copy of this page if paying by deposit account)
9. 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.  Joel Bock, Reg. No. 36,456	
Name of Person Signing 1 Signature 🚤 Date	

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patent & Trademarks, Box Assignments

Washington, D.C. 20231

Total number of pages including cover sheet, attachments, and document:

## TRADEMARK ASSIGNMENT

WHEREAS, The Hearst Corporation, a Delaware corporation, having a place of business at 959 Eighth Avenue, New York, New York 10019 ("Assignor"), owns the trademarks "PRICEALERT-PC" and "PRICEALERT" relating to drugs, their pricing, and availability ("Marks") and the United States Trademark Registration No. 1,694,145 for "PRICEALERT-PC" ("Registration");

WHEREAS, First DataBank, Inc., a Missouri corporation having a place of business at 1111 Bayhill Drive, San Bruno, California 94066 ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the Marks and the Registration, including the right to bring actions for infringement of the Marks occurring prior to the date of this Assignment;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for valuable and legally sufficient consideration, the receipt and legal sufficiency of which are hereby acknowledged by the Assignee, the Assigner has sold, assigned, and transferred, and by these presents does sell, assign, and transfer to the Assignee, the Assignor's entire right, title and interest in and to the Marks, including but not limited to the Registration, and including the right to make claims for and bring actions for infringements of the Marks occurring prior to or after the date of this Assignment (and to retain and enjoy any damages or other relief resulting therefrom), together with that part of the goodwill of the Assignor's business connected with and symbolized by the Marks.

IN TESTIMONY WHEREOF, the Assignor has caused this Assignment of the Marks to be executed by its authorized representative, and to be effective as of December 27, 1997.

THE HEARST CORPORATION

Date: June 1, 2001

STATE OF NEW YORK
)
) ss:

COUNTY OF NEW YORK
)

## CERTIFICATE OF ACKNOWLEDGEMENT

I, Danie A. Nogev, a Notary Public, in and for the County and State aforesaid, do hereby certify that Jonathan E. Thackeray, known to me to be a Vice President of The Hearst Corporation, appeared before me this day, in person, and acknowledged that he signed, sealed and delivered the foregoing instrument on behalf of The Hearst Corporation as his free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this 1st day of June,

2001.

Notary Public

RECORDED: 06/04/2001

My Commission Expires:

BARBEL A. NOOGER
NOTARY PUBLIC, State of New York
No. 02NO4877810

QUALIFIED IN NEW YORK COUNTY COMMISSION EXPIRES NOV. 3, 2002

NYA 353153.1

TRADEMARK REEL: 002311 FRAME: 0626