

09-05-2001



To the Honorable Commissioner

Send original documents or copy thereof.

101833903

S-N-01

1. Name of conveying party(ies):

Bona Fide, Ltd.

- Individual(s)
- General Partnership
- Corporation-State: Wisconsin
- Additional name(s) of conveying party(ies) attached?  Yes  No
- Association
- Limited Partnership
- Other: \_\_\_\_\_

2. Name and address of receiving party(ies):

Name: Bio-Imaging Technologies, Inc.

Address: 826 Newtown-Yardley Road  
Newtown, PA 18940-1721



08-14-2001

- Individual(s) citizenship \_\_\_\_\_ U.S. Patent & TMO/TM Mail Rcpt Dt. #77
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State Pennsylvania
- 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) and address(es) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other: \_\_\_\_\_
- Merger
- Change of Name

Execution Date: August 10, 2001

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,912,827

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Sverre David Roang  
Stroud, Willink & Howard, LLC  
Address: 25 West Main Street, Suite 300  
P.O. Box 2236  
Madison, WI 53701-2236

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit Account No.: 19-4715

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DO NOT USE THIS SPACE

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.

Sverre David Roang  
Name of Person Signing

Signature

August 14, 2001

Date

Total number of pages comprising cover sheet: 2

Do not detach this portion

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

Commissioner of Patents and Trademarks  
Box Assignments  
Washington, DC 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, DC 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, DC 20503.

ASSIGNMENT

WHEREAS, Bona Fide, Ltd., a corporation organized and existing under and by virtue of the laws of the State of Wisconsin, having its business address at 313 West Beltline Highway, Madison, WI 53713, has adopted, used and is using the service mark BONA FIDE to identify quality assurance and quality control services in the field of bone densitometry, which is registered in the United States Patent and Trademark Office, Registration No. 1,912,827 issued August 15, 1995; and

WHEREAS, Bio-Imaging Technologies, Inc., a corporation organized and existing under and by virtue of the laws of the State of New Jersey, having its business address at 826 Newtown-Yardley Road, Newtown, PA 18940-1721, is desirous of acquiring all right, title and interest in the aforesaid service mark the registration and application thereof, and the goodwill of the business associated therewith;

NOW, THEREFORE, in consideration of and in exchange for the sum of \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, Bona Fide, Ltd. does hereby sell, assign, transfer and set over to Bio-Imaging Technologies, Inc. the entire right, title and interest in and to said service mark, and to the registration and application referred to above, together with the goodwill of the business associated with said service mark.

Dated: 10<sup>th</sup> August 2001

Bona Fide, Ltd.

By: Colin G. Miller

Name: Colin Miller, Ph.D.

Position: DIRECTOR OF CLINICAL SERVICES

P.A.

STATE OF ~~NEW JERSEY~~

COUNTY OF Bucks <sup>ss.</sup>

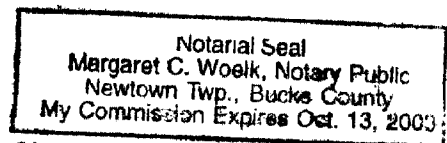
COLIN G. MILLER, known to me and known by me to be a DIRECTOR of Bona Fide, Ltd., personally appeared and acknowledged that he/she executed the foregoing service mark assignment on behalf of Bona Fide, Ltd. and pursuant to authority duly received.

Subscribed and sworn to before me this 10 day of August, 2001.

Margaret C. Woelk

Notary Public, \_\_\_\_\_ County, P.A. ~~New Jersey~~

My commission expires: \_\_\_\_\_



Member, Pennsylvania Association of Notaries