

04-11-2002

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Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings



U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

102051213

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Physicians World Communications Group

- Individual(s) Association General Partnership Limited Partnership Corporation-State Other

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies) Name: Medical Economics Company Inc. Internal Address:

Street Address: 5 Paragon Drive City: Montvale State: NJ Zip: 07645

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State of Florida Other

If assignee is not domiciled in the United States, a domestic representative designation is attached. Designations must be a separate document from assignment. Additional name(s) & address(es) attached?

3. Nature of conveyance: Assignment Merger Security Agreement Change of Name Other

Execution Date: 3/15/02

4. Application number(s) or registration number(s): A. Trademark Application No.(s)

B. Trademark Registration No.(s) 1,462,770

Additional number(s) attached Yes No

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

Name: Paula Upson Internal Address: The Thomson Corporation

Street Address: 1 Station Place City: Stamford State: CT Zip: 06902

6. Total number of applications and registrations involved: 35

7. Total fee (37 CFR 3.41) \$ 890 Enclosed Authorized to be charged to deposit account

8. Deposit account number: 20-0866

(Attach duplicate copy of this page if paying by deposit account)

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.

Paula K. Upson Name of Person Signing

Paula K Up Signature

3/18/02 Date

Total number of pages including cover sheet, attachments, and document 4

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

04/11/2002 LNUELLER 00000014 200866 1462770

01 FC:481 40.00 CH 02 FC:482 850.00 CH

TRADEMARK REEL: 002480 FRAME: 0389

SCHEDULE A

| Trademark Name                         | Serial #  | Regis. #  |
|----------------------------------------|-----------|-----------|
| The Algorithm [Journal]                |           | 1,462,770 |
| Aspirin Research Update                |           | 1,955,454 |
| Advanced Health Market Research        | 76/025562 |           |
| Clinical Insights                      |           | 1,759,837 |
| Conference Line                        |           | 2,340,807 |
| Conference Line                        |           | 1,768,321 |
| Diagnostic Conferences                 | 76/079767 |           |
| Exhibit On-Line                        | 75/460108 |           |
| Hypertension Management                | 75/921172 |           |
| Imaging Decisions                      |           | 1,898,914 |
| Imaging Economics                      |           | 1,869,055 |
| IHEI                                   | 75/933955 |           |
| Lecture Resource Library               |           | 1,436,381 |
| Lifestyle Index                        |           | 2,035,128 |
| MRI Decisions                          |           | 1,599,042 |
| MRI Perspective                        |           | 1,818,919 |
| MRI of the Body                        |           | 2,113,138 |
| Nutraline                              |           | 1,793,962 |
| National Diabetes Education Initiative | 75/843756 |           |
| NLEC                                   | 75/825632 |           |
| National Lipids Education Counsel      | 75/824981 |           |

SCHEDULE A

| <b>Trademark Name</b>                                 | <b>Serial #</b> | <b>Regis. #</b>        |
|-------------------------------------------------------|-----------------|------------------------|
| National Hypertension Education Initiative            | 75/794137       |                        |
| NHEI                                                  | 75/921173       |                        |
| Hypertension Education Initiative Design              | 75/933902       |                        |
| Professional Postgraduate Services                    |                 | 1,866,010              |
| Protocol: Innovations in Liver Imaging                |                 | 2,199,591              |
| PPS Academy On-Line                                   | 75/460107       |                        |
| PW Interconference                                    | 75/919741       |                        |
| PPS & Design                                          |                 | 1,830,643              |
| Research Monitor                                      |                 | 1,290,004              |
| Radiology Manager                                     |                 | 1,974,893              |
| Spectrum of Insulin Resistance: Clinical Implications | 75/824995       |                        |
| Therapeutic Conferences                               |                 | 1,605,505 <sup>2</sup> |
| Virtual Symposium                                     | 75/377603       |                        |
| World Journal of Medicine                             | 75/301576       |                        |

**TRADEMARK ASSIGNMENT**

THIS AGREEMENT is effective as of September 1, 2000.

WHEREAS, Physicians World Communications Group, a partnership organized and existing under the laws of the State of New Jersey, having an office at 400 Plaza Drive, Secaucus, New Jersey 07094 (hereinafter referred to as "Assignor"), has adopted, acquired, used and is using exclusively in its business the trademarks listed on Schedule A attached hereto; and

WHEREAS, Medical Economics Company Inc., a corporation organized under the laws of the State of Florida, having an address at 5 Paragon Drive, Montvale, New Jersey 07645 (hereinafter referred to as "Assignee") is desirous of acquiring all right, title and interest in and to said trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee, its successors and assigns all of its right, title and interest in and to the trademarks listed on Schedule A, including the entire business or portion thereof to which the marks pertain, together with all the goodwill of the business symbolized by said marks, and together with the right to sue and collect damages and/or profits for past infringements of said marks, the intent hereof being substitute Assignee in the place of Assignor.

PHYSICIANS WORLD COMMUNICATIONS  
GROUP

By:

3/15/02  
MARVIN H. EFFANT  
Name: Marvin H. Effant  
Title: Sr. Executive Vice President