

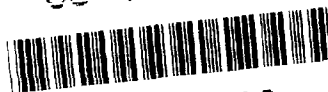
09-10-2002

Form PTO-1594

(Rev. 03/01)

OMB No. 0651-0027 (exp. 5/31/2002)

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RECORD
TRADE

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DEPARTMENT OF COMMERCE
Patent and Trademark Office

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

1. Name of conveying party(ies):

Hospice Preferred Choice, Inc.

09.04.02

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

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

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

Execution Date: 07/22/2002

2. Name and address of receiving party(ies)

Name: Beverly Enterprises, Inc.

Internal

Address:

Street Address: One Thousand Beverly Way

City: Fort Smith State: AR Zip: 72919

- ☐ Individual(s) citizenship
☐ Association
☐ General Partnership
☐ Limited Partnership
☒ Corporation-State Delaware
☐ 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)

B. Trademark Registration No.(s) 2010117

Additional number(s) attached ☐ Yes ☒ No

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

Name: GRACE & GRACE LLP

Internal Address: Michael K. Grace

Street Address: 444 South Flower Street

Suite 3875

City: Los Angeles State: CA Zip: 90071

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41) \$ 40

- ☒ Enclosed
☐ Authorized to be charged to deposit account

8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature.

Michael K. Grace

Name of Person Signing

Signature

August 29, 2002

Date

2

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

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

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TRADEMARK
REEL: 002578 FRAME: 0166

ASSIGNMENT OF TRADEMARK

This Assignment of Trademark ("Assignment") is made this July 22, 2002 by Hospice Preferred Choice, Inc., a Delaware corporation ("Assignor"), to Beverly Enterprises, Inc., a Delaware corporation ("Assignee").

A. Assignor has adopted, used, and now owns and uses HPC (AND DESIGN), United States Trademark Registration No. 2,010,117 (the "Mark") as its trademark, service mark, and trade name in connection with hospices and counseling in the field of spirituality, bereavement, and homemaking, and related goods and services.

B. Assignee desires to acquire all of Assignor's rights to the Mark and all of the good will associated therewith, as provided below.

NOW, THEREFORE, the parties agree as follows:

For good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby irrevocably assigns and transfers to Assignee all of Assignor's right, title to, and interest in the Mark, the good will associated therewith, and the right to sue for injunctive relief and damages for all past, present and future acts of infringement, and to collect the same for Assignee's own account and use.

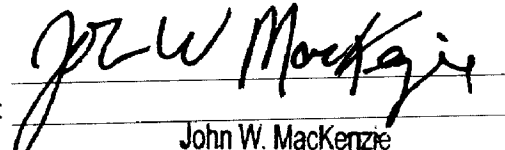
IN WITNESS WHEREOF, a duly authorized representative of Assignor has executed and delivered this Assignment of Trademark as of the date first set forth above.

HOSPICE PREFERRED CHOICE, INC.
a Delaware corporation

Signature: _____

Printed Name: _____

Title: _____



John W. MacKenzie
Vice President and Secretary