

01-16-2004

Form PTO-1594
1-31-92HEET
LYU.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

102648566

To the Honorable Commission

Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): 1-12-04
 SCP Communications, Inc., a Delaware corporation
 CM Publishing Limited Partnership, a Delaware limited partnership
 PRR, Inc., a New York corporation

- ☐ Individuals ☐ Association
☐ General Partnership ☐ Limited Partnership
☐ Corporation
☒ Other - see above

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

3. Nature of conveyance:

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

Execution Date: October 31, 2003

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

A. Trademark Application No.(s)

See Attached Schedule A

Additional numbers attached? ☒ Yes ☐ No

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

Name: Helen Bruno, Senior Legal AssistantInternal Address: White & Case LLPStreet Address: 1155 Avenue of the AmericasCity: New York State: New York ZIP: 10036

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

Name: Continuing Medical Education, Incorporated

Internal Address:

Street Address: 600 Harrison StreetCity: San FranciscoState: CaliforniaZip Code: 94107☐ Individual(s) citizenship☐ Association☐ General Partnership☐ Limited Partnership -☒ Corporation California☐ OtherIf 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

Trademark Registration No.(s)

See Attached Schedule A

6. Total number of applications and registrations involved

35

7. Total fee (37 CFR 3.41): \$ 890.00☒ Enclosed☐ Authorized to be charged to deposit account

8. Deposit account number:

23-1705 (in case of deficiency)

(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.

Helen Bruno

Name of Person Signing

Signature

January 12, 2004

Date

Total number of pages comprising cover sheet:

7

OMB No. 0651-0011 (exp. 4/94)

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

Commissioner of Patents and Trademarks
 Box Assignments
 Washington, D.C. 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, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

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01 FC:8521
02 FC:852240.00 OP
850.00 OPTRADEMARK
REEL: 002897 FRAME: 0366

EXHIBIT A
to
TRADEMARK ASSIGNMENT

Registered Trademarks	Registration Number	Registration Type	Date Registered
<u>SCP:</u>			
Drug Benefit Trends	1,598,550	Principal	5/29/1990
Diabetes Trends	2,586,854	Supplemental	6/25/2002
Gastrointestinal Trends	2,586,853	Supplemental	6/25/2002
Arthritis Trends	2,586,852	Supplemental	6/25/2002
Behavioral Health Trends	2,593,216	Supplemental	7/09/2002
Infections in Surgery	1,605,495	Principal	7/10/1990
Infections in Medicine	2,616,695	Principal	9/10/2002
The AIDS Reader	1,828,235	Principal	3/29/1994
Infections in Urology	2,627,328	Principal	10/1/2002
Abstracts in Hematology & Oncology	2,610,872	Principal	8/20/2002
HMO/PO Trends	1,543,115	Principal	6/06/1989

<u>PRR:</u>			
ONCOLOGY	1,668,091	Supplemental	09/04/1997
Oncology News International	1,768,298	Supplemental	03/18/2000
Cancer Consultation	1,439,646	Supplemental	05/12/1987
CIN (words and logo)	75-465332	Principal	09/07/1999
Cancer Consultation	1,304,401	Supplemental	11/6/84

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Cliggott:

Advances in Oncology	1,807,457	Principal	11/30/1993
Advances in Oncology	1,438,425	Supplemental	04/28/1987
Consultant	737,576	Principal	09/11/1962
Dialogue with the Experts	2,151,709	Principal	04/21/1998
HIV: Advances in Research and Therapy	1,786,312	Supplemental	08/03/1993
Masters in Dermatology	1,431,099	Principal	03/03/1987
Masters in Gastroenterology	1,764,430	Principal	04/13/1993
Masters in Psychiatry	1,431,931	Principal	03/10/1987
Masters in Urology	1,413,312	Principal	10/14/1986
Oncology Online	1,987,742	Supplemental	07/16/1996
Psychiatric Issues in Emergency Care Settings	2,652,965	Supplemental	11/19/2002
The Journal of Critical Illness	1,879,689	Principal	02/21/1995
The Journal of Critical Illness	1,436,937	Supplemental	04/14/1987
The Journal of Musculoskeletal Medicine	1,854,606	Principal	09/20/1994
The Journal of Musculoskeletal Medicine	1,435,111	Supplemental	03/31/1987
The Journal of Respiratory Diseases	1,457,377	Principal	09/15/1987
What's Your Diagnosis? (trademark includes question mark)	1,759,788	Principal	03/23/1993
Sports in Primary Care	In Process 76/254487	Principal	12/25/2001

Pending Trademark Applications:

COAB – Clinical Oncology Advisory Board	78/290597	Principal	8/21/03 (date applied for)
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TRADEMARK ASSIGNMENT

For good and valuable consideration described in that certain Asset Purchase Agreement (the "Asset Purchase Agreement"), dated as of October 31st, 2003, among SCP Communications, Inc., a Delaware corporation ("SCP"), CM Publishing Limited Partnership, a Delaware limited partnership ("Cliggott"), PRR, Inc., a New York corporation ("PRR", and collectively with SCP and Cliggott, the "Seller"), and Continuing Medical Education, Incorporated ("Buyer"), the receipt and sufficiency of which is hereby acknowledged, Seller hereby assigns irrevocably to Buyer all right, title and interest in and to the trademarks specified on Exhibit A hereto (and all other Trademarks (as such term is defined in the Asset Purchase Agreement) (collectively, the "Marks"), including the registrations and applications to register the Marks and the renewal rights therein, together with the goodwill of the business symbolized by the Marks, all income, royalties and damages now and hereafter due and/or payable to Seller with respect to the Marks, all rights in and to any and all causes of action heretofore and hereafter accrued or accruing for infringement or threatened or alleged infringement of said Marks, in the sole name of the Buyer, its successors and assigns.

Seller agrees to execute, file or register any document in addition to this Trademark Assignment that Buyer deems necessary or appropriate to effect the rights assigned above.

This Trademark Assignment shall be governed by and construed in accordance with the laws of the State of New York, regardless of the laws that might otherwise govern under applicable principles of conflicts of laws.

* * *

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IN WITNESS WHEREOF, the parties hereto have executed this Trademark Assignment as of the 31st day of October, 2003.

SELLER:

SCP COMMUNICATIONS, INC.

By: W. A. Passano
Name:
Title:

PRR, INC.

By: W. A. Passano
Name:
Title:

CM PUBLISHING LIMITED PARTNERSHIP,
By: CM Publishing Acquisition Inc., its General Partner

By: W. A. Passano
Name:
Title:

BUYER:

CONTINUING MEDICAL EDUCATION,
INCORPORATED

By: [Signature]
Name:
Title:

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ACKNOWLEDGMENT

STATE OF NEW YORK)
COUNTY OF New York) :SS.:

On this 31st day of October, 2003 before me personally came William Passano the person to me known, who, being by me duly sworn, did depose and say that he/~~she~~ resides in Piscataway, New Jersey; that he/~~she~~ is the CEO of SCP Communications, Inc., the corporation described in and which executed the above instrument; and that he/she signed his/her name thereto by order of the Board of Directors of said corporation.

Kathleen McDermott
Notary Public

SEAL

KATHLEEN McDERMOTT
Notary Public, State of New York
No. 41-4905405
Qualified in Queens County
Certificate Filed in New York County
Commission Expires Sept. 14, 2005

ACKNOWLEDGMENT

STATE OF NEW YORK)
COUNTY OF New York) :SS.:

On this 31st day of October, 2003 before me personally came William Passano the person to me known, who, being by me duly sworn, did depose and say that he/~~she~~ resides in Piscataway, New Jersey; that he/~~she~~ is the CEO of PRR, Inc., the corporation described in and which executed the above instrument; and that he/she signed his/her name thereto by order of the Board of Directors of said corporation.

Kathleen McDermott
Notary Public

SEAL

KATHLEEN McDERMOTT
Notary Public, State of New York
No. 41-4905405
Qualified in Queens County
Certificate Filed in New York County
Commission Expires Sept. 14, 2005

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ACKNOWLEDGMENT

STATE OF NEW YORK)
COUNTY OF New York)

On this 31st day of October, 2003 before me personally came William Passano, the person to me known, who, being by me duly sworn, did depose and say that he/~~she~~ resides in Princeton, New Jersey; that he/~~she~~ is the CEO of CM Publishing Acquisition Inc., the general partner of CM Publishing Limited Partnership, the limited partnership described in and which executed the above instrument; and that he/she signed his/her name thereto by order of the Board of Directors of said corporation.

Kache J. LL

Notary Public

SEAL

KATHLEEN MASON
Notary Public, State of New York
No. 41-4905405
Qualified in Queens County
Certificate Filed in New York City
Commission Expires Sept. 14, 2005

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RECORDED: 01/12/2004

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