

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Advantmed, Inc.		12/03/2004	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Measurement Specialties, Inc.		
<b>Street Address:</b>	10 Washington Avenue		
<b>City:</b>	Fairfield		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07004		
<b>Entity Type:</b>	CORPORATION: NEW JERSEY		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2648006	ADVANTMED.COM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(215)542-5825		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	215-542-5824		
<b>Email:</b>	robert.rosenthal@phd-ip.com		
<b>Correspondent Name:</b>	Edward J. Howard		
<b>Address Line 1:</b>	P.O. Box 226		
<b>Address Line 4:</b>	Fort Washington, PENNSYLVANIA 19034		
<b>ATTORNEY DOCKET NUMBER:</b>	MSI - ELEKON		
<b>NAME OF SUBMITTER:</b>	robert.rosenthal@phd-ip.com		
<b>Total Attachments: 3</b>			
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source=Assignment.advantmed.appendix#page1.tif			

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## TRADEMARK ASSIGNMENT

The undersigned, Advantmed, Inc. (the "Assignor"), hereby transfers and assigns to Measurement Specialties, Inc., a New Jersey corporation, having an address of 710 Route 46 East, Suite 206, Fairfield, NJ 08854 (the "Assignee"), all right, title and interest in and to the marks described in Exhibit A, which is attached hereto and incorporated by reference herein, the registrations and applications therefor, and the goodwill of the business associated therewith and the portion of the business of Assignor relating to the marks set forth in Exhibit A, which business is ongoing and existing (collectively, the "Marks").

For good and valuable consideration by Assignee, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby assign unto the Assignee all of its right, title and interest in and to the Marks, free and clear of all liens and encumbrances, together with all of the goodwill of the business associated with and symbolized by such Marks, the applications and registrations therefor, and any rights of the Assignor to sue any third parties for any past infringement of or to the Marks, for the use and benefit of Assignee and its successors, assigns or other legal representatives and to prosecute any such application and registration in the United States Patent and Trademark Office or in any foreign jurisdiction.

After the execution of this Trademark Assignment, at the request of the Assignee and at the Assignee's expense, but without additional consideration to the Assignor, the Assignor will execute and deliver to the Assignee from time to time such further instruments of conveyance, transfer and assignment and other documents, and will take such other actions, as the Assignee may reasonably require to convey and deliver more effectively to the Assignee the Marks, to perfect the Assignee's title thereto, and otherwise to accomplish the orderly transfer to the Assignee of the Marks and to give full effect to this Trademark Assignment.

This Trademark Assignment is binding on the Assignor and its respective successors and assigns, and inures to the benefit of the Assignee and its successors and assigns.

In witness whereof, intending to be legally bound hereby, the Assignor has duly executed this Trademark Assignment.

ADVANTMED, INC.

<sup>TD</sup>  
DECEMBER 13  
Dated: November ~~30~~, 2004

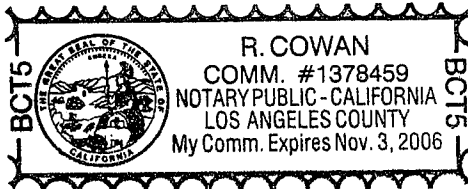
  
\_\_\_\_\_  
Thomas Dietiker  
Title: PRESIDENT

STATE OF CALIFORNIA

COUNTY OF LOS ANGELES

This <sup>DECEMBER 13</sup> ~~30~~ day of ~~November~~, 2004, before me personally came the before-mentioned Thomas Dietiker, known to me as the individual who executed the foregoing Trademark Assignment, who acknowledged to me that he is the RESIDENT of the said Advantmed, Inc., and that he executed the foregoing Trademark Assignment of his own free will for the purposes and consideration therein expressed.

Witness my hand and Notarial seal the day and year immediately above-written.



R. Cowan  
Notary Public

**EXHIBIT A**

<u>Mark</u>	<u>Filing Date</u>	<u>Application No.</u>	<u>Registration Date</u>	<u>Registration No.</u>
ADVANTMED.COM and Design	May 26, 2000	76057384	Nov. 12, 2002	2648006