

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hayes Marketing, Inc.		01/20/2006	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	Medical Arts Press, Inc.		
Street Address:	8500 Wyoming Avenue North		
City:	Brooklyn Park		
State/Country:	MINNESOTA		
Postal Code:	55445-1825		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	2368641	CREATIVE SOLUTIONS FOR BUILDING YOUR CHIROPRACTIC PRACTICE	
Registration Number:	2298617	CREATIVE SOLUTIONS FOR BUILDING YOUR DENTAL PRACTICE	
Registration Number:	2298618	CREATIVE SOLUTIONS FOR BUILDING YOUR EYECARE PRACTICE	
Registration Number:	1620638	DR. DEWEY	
Registration Number:	2587122	HMI	
Registration Number:	2409006	HMI PRACTICE RESOURCE	
Registration Number:	1377793	RESTORE	
CORRESPONDENCE DATA			
Fax Number:	(617)646-8646		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(617) 646-8207		
Email:	efptrademarks@wolfgreenfield.com		

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Correspondent Name: Edward F. Perlman
Address Line 1: 600 Atlantic Avenue
Address Line 4: Boston, MASSACHUSETTS 02210-2206

ATTORNEY DOCKET NUMBER: M1075.40006US00

NAME OF SUBMITTER: Edward F. Perlman

Signature: /efp/

Date: 01/26/2006

Total Attachments: 2
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ASSIGNMENT

WHEREAS, Hayes Marketing, Inc., a corporation of Minnesota having an office and place of business at 8500 Wyoming Avenue North, Brooklyn Park, MN 55445-1825, has adopted and used the following marks and the trademark Registrations:

SCHEDULE OF TRADEMARKS

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
CREATIVE SOLUTIONS FOR BUILDING YOUR CHIROPRACTIC PRACTICE	2,368,641	7/18/2000
CREATIVE SOLUTIONS FOR BUILDING YOUR DENTAL PRACTICE	2,298,617	12/7/1999
CREATIVE SOLUTIONS FOR BUILDING YOUR EYECARE PRACTICE	2,298,618	12/7/1999
DR. DEWEY	1,620,638	10/30/1990
HMI	2,587,122	7/2/2002
HMI PRACTICE RESOURCE	2,409,006	11/28/2000
RESTORE	1,377,793	1/14/1986

WHEREAS, Medical Arts Press, Inc., a corporation of Minnesota, having an office and place of business at 8500 Wyoming Avenue North, Brooklyn Park, MN 55445-1825 is desirous of acquiring said marks and the registrations therefor.

NOW, THEREFORE, for one Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, said Hayes Marketing, Inc. without representations or warranties with respect to said trademarks or registrations or the title thereto does hereby assign unto said Medical Arts Press, Inc., all of its rights, title and interest in and to said marks and registrations therefor, together with the goodwill of the business symbolized by said marks and the registrations therefor and including all common law rights and the rights to

sue and recover for past infringement of said marks and the registrations therefor.

Hayes Marketing, Inc.

1/20/06
Date

By: [Signature]
Name: Mark Weiss
Title: Vice President

STATE OF :
COUNTY OF :

Subscribed to and sworn before me this 20th day of January 2006

SEAL

Lisa L Foley
Notary Public
My Commission Expires 11/9/2012

