

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	12/31/2005

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Health Newsletters Direct, LLC		12/28/2005	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

Name:	StayWell Custom Communications, LLC
Street Address:	780 Township Line Road
City:	Yardley
State/Country:	PENNSYLVANIA
Postal Code:	19067
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 18**

Property Type	Number	Word Mark
Registration Number:	2596207	HEALTH BRIEFS
Registration Number:	2532518	WEBVERSION COMPANION
Registration Number:	2497456	MAKE HEALTH HAPPEN
Registration Number:	2470146	TRACKING MADE SIMPLE
Registration Number:	2595108	ABOUT YOUR HEALTH
Registration Number:	2766276	REGARDING HEALTH OUTBOUND
Registration Number:	2346685	REGARDING HEALTH
Registration Number:	2863019	WOMEN'S FOCUS ON HEALTH
Registration Number:	2363966	REGARDING WOMEN & HEALTHCARE
Registration Number:	1953891	HEALTHY DECISIONS
Registration Number:	2323645	HEALTH ON TARGET
Registration Number:	2281820	IN TOUCH WITH HEALTH

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Registration Number:	3015222	HEALTHCLICKS
Registration Number:	2662938	HEALTHY DECISIONS
Registration Number:	2636752	HEALTH NEWSLETTERS DIRECT
Registration Number:	2299105	REGARDING CHILDREN
Registration Number:	2171885	ACTIVE & HEALTHY
Registration Number:	2281819	HEALTHY DECISIONS FOR WOMEN

**CORRESPONDENCE DATA**

Fax Number: (214)969-4343

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 2149694214

Email: trademarkdallas@akingump.com

Correspondent Name: John Cone Akin Gump Strauss Hauer & Feld

Address Line 1: P.O. Box 688

Address Line 4: Dallas, TEXAS 75313-0688

ATTORNEY DOCKET NUMBER:	682763-0001
NAME OF SUBMITTER:	John M. Cone
Signature:	/johnmcone/
Date:	01/30/2006

**Total Attachments: 5**

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# Delaware

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*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:

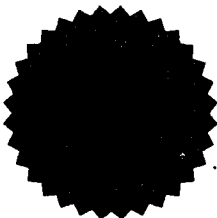
"HEALTH NEWSLETTERS DIRECT, LLC", A DELAWARE LIMITED LIABILITY COMPANY,

WITH AND INTO "HEALTH INK, L.L.C." UNDER THE NAME OF "STAYWELL CUSTOM COMMUNICATIONS, LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE TWENTY-EIGHTH DAY OF DECEMBER, A.D. 2005, AT 1:47 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2005, AT 11:59 O'CLOCK P.M.

2978290 8100M

051066446



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State  
AUTHENTICATION: 4409846

DATE: 12-28-05

TRADEMARK  
REEL: 003236 FRAME: 0282

CERTIFICATE OF MERGER OF  
HEALTH NEWSLETTERS DIRECT, LLC,  
a Delaware limited liability company,  
WITH AND INTO  
HEALTH INK, L.L.C.,  
a Delaware limited liability company

Pursuant to Title 6, Section 18-209 of the Delaware Limited Liability Company Act, Health Newsletters Direct, LLC, a Delaware limited liability company ("*Health Newsletters*"), and Health Ink, L.L.C., a Delaware limited liability company ("*Health Ink*"), hereby execute and adopt the following Certificate of Merger:

**FIRST:** The name and jurisdiction of incorporation of each of the constituent parties of the Merger is as follows:

<u>Name</u>	<u>Jurisdiction of Incorporation</u>
Health Newsletters Direct, LLC	Delaware
Health Ink, L.L.C.	Delaware

**SECOND:** Health Newsletters and Health Ink are parties to an Agreement and Plan of Merger dated as of December 27, 2005 (the "*Plan of Merger*"). The Plan of Merger provides for the merger (the "*Merger*") of Health Newsletters with and into Health Ink, with Health Ink continuing as the surviving entity.

**THIRD:** The Agreement and Plan of Merger has been approved, adopted, certified, executed and acknowledged by each of the constituent limited liability companies.

**FOURTH:** The Merger is to become effective at 11:59 pm, Eastern Standard Time, on December 31, 2005 ("*Effective Time*").

**FIFTH:** In connection with the Merger, Health Ink, the surviving entity, hereby changes its name to StayWell Custom Communications, LLC. Section 1 of the Certificate of Formation of the surviving entity is hereby amended and restated in its entirety to read as set forth below:

"The name of the limited liability company formed hereby is StayWell Custom Communications, LLC".

**SIXTH:** The Plan of Merger is on file at 780 Township Line Road, Yardley, PA 19067, the place of business of the surviving limited liability company.

**SEVENTH:** A copy of the Plan of Merger will be furnished by the surviving limited liability company on request, without cost, to any member of the constituent limited liability companies.

**[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]**

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IN WITNESS WHEREOF, the parties have caused this certificate to be signed by their authorized persons, effective the 27<sup>th</sup> day of December, 2005.

HEALTHINK, L.L.C.

By: [Signature]

Name: TRENT STERLING

Title: PRESIDENT

HEALTH NEWSLETTERS DIRECT, LLC

By: \_\_\_\_\_

Name: \_\_\_\_\_

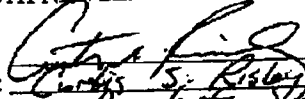
Title: \_\_\_\_\_

IN WITNESS WHEREOF, the parties have caused this certificate to be signed by their authorized persons, effective the 27<sup>th</sup> day of December, 2005.

HEALTH INK, L.L.C.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

HEALTH NEWSLETTERS DIRECT, LLC

By:   
Name: Charles S. Risley  
Title: Vice President and Secretary

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