

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 Ink, L.L.C.		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: 10

Property Type	Number	Word Mark
Registration Number:	2906038	FOR YOUR WELL-BEING
Registration Number:	2876434	BENEFITS MANAGEMENT BRIEFS
Registration Number:	2407558	GROWING UP HEALTHY
Registration Number:	2026103	HEALTHY NOW
Registration Number:	1922917	STARTING OUT HEALTHY
Registration Number:	1841833	BEST OF HEALTH
Registration Number:	1770040	HEALTH & YOU
Registration Number:	1772971	HEALTHFACTOR
Registration Number:	2181055	HEALTHY VIEWS
Registration Number:	2242480	MEDICARE INSIDER

CORRESPONDENCE DATA

CH \$265.00 2906038

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:	02/03/2006

Total Attachments: 5
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Delaware

PAGE 1

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:

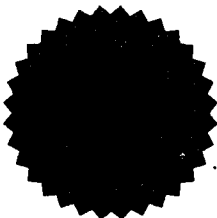
"HEALTH NEWSLETTERS DIRECT, LLC", A DELAWARE LIMITED LIABILITY COMPANY,

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: 003240 FRAME: 0129

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.

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TRADEMARK
REEL: 003240 FRAME: 0131

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

HEALTHINK, L.L.C.

By: [Signature]

Name: TRENT STERLING

Title: PRESIDENT

HEALTH NEWSLETTERS DIRECT, LLC

By: _____

Name: _____

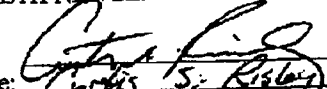
Title: _____

IN WITNESS WHEREOF, the parties have caused this certificate to be signed by their authorized persons, effective the 27th 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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