

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
Pharmagraphics, Inc.		03/29/2006	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Pharmagraphics, L.L.C.		
Street Address:	1072 Boulder Road		
City:	Greensboro		
State/Country:	NORTH CAROLINA		
Postal Code:	27409		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1998171	HITCH:HIKER	
Registration Number:	2020628	PICK-N-PLACE	
CORRESPONDENCE DATA			
Fax Number:	(336)574-4518		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(336) 574-8040		
Email:	vspiker@wcsr.com		
Correspondent Name:	C. Robert Rhodes		
Address Line 1:	300 N. Greene Street - Suite 1900		
Address Line 2:	P. O. Box 21104		
Address Line 4:	Greensboro, NORTH CAROLINA 27401		
ATTORNEY DOCKET NUMBER:	02750.0004.5		
NAME OF SUBMITTER:	C. Robert Rhodes		
Signature:	/c. robert rhodes/		

CH \$65.00 1998171

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TRADEMARK
REEL: 003282 FRAME: 0133

Date:

04/04/2006

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

For good and valuable consideration, including monetary payments, the receipt and sufficiency of which are hereby acknowledged, Pharmagraphics, Inc., a corporation of the State of Illinois, having a mailing address of 1072 Boulder Road, Greensboro, North Carolina 27409 (hereinafter "Assignor"), does hereby assign, sell, convey, and transfer unto Pharmagraphics, L.L.C., a limited liability company organized under the laws of the State of Delaware, having a mailing address of 1072 Boulder Road, Greensboro, North Carolina 27409 (hereinafter "Assignee"), its successors and assigns, the following:

- a. the entire right, title, and interest of Assignor in and to the trademarks set forth in Schedule A attached hereto and incorporated herein by reference, together with any applications and licenses pertaining thereto (collectively, the "Trademarks"), and the goodwill of the business related thereto;
- b. any and all rights which Assignor has or may have to sue for and obtain damages, injunctive relief and attorney's fees for any and all past infringements with respect to any of the Trademarks, and any and all causes of action heretofore accrued or hereafter accruing for misappropriation, infringement, or other violation of any proprietary or other right in and to any of the Trademarks;
- c. all registrations and applications relating to any of the Trademarks, including any and all renewals and extensions thereof; and
- d. any and all common law rights which Assignor has or may have in or to any of the Trademarks.

PHARMAGRAPHS, INC., an Illinois Corporation

By: Thomas J. Schultz
Signature

Title: Vice President & Treasurer/CFO

Name: Thomas J. Schultz

Date: 3-29-06

SCHEDULE A

REGISTRATION NO.	REGISTRATION DATE	MARK	ATTY. DOCKET NO.
1,998,171	September 3, 1996	HITCH:HIKER	P2750-034 (35.3)
2,020,628	December 3, 1996	PICK-N-PLACE	P2750-044 (45.1)