

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
HCR INFORMATION CORPORATION		10/31/2006	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	HEALTH CARE AND RETIREMENT CORPORATION OF AMERICA		
Street Address:	333 N. Summit Street		
City:	Toledo		
State/Country:	OHIO		
Postal Code:	43604		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2200548	HEARTLAND INFORMATION SERVICES	
CORRESPONDENCE DATA			
Fax Number:	(412)288-3063		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	412-288-3233		
Email:	ptoipinbox@reedsmith.com		
Correspondent Name:	Jody L. Burtner, Senior Paralegal		
Address Line 1:	P.O. Box 488		
Address Line 2:	Reed Smith LLP		
Address Line 4:	Pittsburgh, PENNSYLVANIA 15230-0488		
ATTORNEY DOCKET NUMBER:	304800.00050.13542200548		
NAME OF SUBMITTER:	Jody L. Burtner		
Signature:	/Jody L. Burtner/		

CH \$40.00 2200548

Date:

11/09/2006

Total Attachments: 2

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TRADEMARK REGISTRATION ASSIGNMENT

This Trademark Registration Assignment ("Assignment") is effective as of the 31st day of October, 2006, between HCR Information Corporation, an Ohio corporation ("Assignor"), and Health Care and Retirement Corporation of America, an Ohio corporation ("Assignee").

WHEREAS, Assignor is the current owner of the mark HEARTLAND INFORMATION SERVICES (the "Mark") and the United States Trademark registration relating thereto, U.S. Trademark Registration No. 2,200,548; and

WHEREAS, Assignee is desirous of acquiring the Mark and the registration therefor from Assignor, together with the goodwill of Assignor associated with the Mark.

NOW, THEREFORE, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by Assignor, Assignor hereby sells, assigns, transfers, conveys and delivers to Assignee all of Assignor's right, title and interest in and to the Mark and the registration therefor, including all goodwill associated with the Mark and including all registrations, applications for registrations, renewals and re-registrations for the Mark, to have and to hold the same, together with any and all rights, including, without limitation, common law rights, pertaining thereto to the end of the term for which the Mark has been or will be granted and any extensions thereof, together with all claims by Assignor for damages by reason of past, present or future infringement of the Mark, with the right to sue for, and collect the same for its own use and benefit.

Assignee hereby accepts the foregoing sale, assignment, transfer and conveyance of Assignor's right, title and interest in and to the Mark and the registration therefor.

IN WITNESS WHEREOF, the parties have executed this Assignment as of the date first written above.

HCR INFORMATION CORPORATION

By: Mathew S. Kang
Name: Mathew S. Kang
Title: Treasurer

HEALTH CARE AND RETIREMENT CORPORATION OF AMERICA

By: Steven M. Cavanaugh
Name: Steven M. Cavanaugh
Title: Vice President and Chief Financial Officer