

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	11/14/2006

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
EBSCO Publishing, Inc.		11/14/2006	CORPORATION: ALABAMA

**RECEIVING PARTY DATA**

Name:	EBSCO Industries, Inc.
Street Address:	5724 Highway 280 East
City:	Birmingham
State/Country:	ALABAMA
Postal Code:	35242
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 4**

Property Type	Number	Word Mark
Registration Number:	2424736	THE NATURAL PHARMACIST
Registration Number:	2491018	THE NATURAL PHARMACIST
Registration Number:	2535345	THE NATURAL PHARMACIST
Registration Number:	2716045	THE NATURAL PHARMACIST

**CORRESPONDENCE DATA**

Fax Number: (404)685-7070  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 404 815 3770  
 Email: caholland@sgrlaw.com  
 Correspondent Name: Christopher A. Holland  
 Address Line 1: 1230 Peachtree Street, N.E.  
 Address Line 2: Suite 3100, Promenade II  
 Address Line 4: Atlanta, GEORGIA 30309

ATTORNEY DOCKET NUMBER: 043961.037

**TRADEMARK**

**900063775**

**REEL: 003436 FRAME: 0990**

**OP \$115.00 2424736**

NAME OF SUBMITTER:	Christopher A. Holland
Signature:	/Christopher A. Holland/
Date:	12/01/2006
<b>Total Attachments: 3</b> source=Natural Pharmacist assmt#page1.tif source=Natural Pharmacist assmt#page2.tif source=Natural Pharmacist assmt#page3.tif	

## ASSIGNMENT OF TRADEMARKS

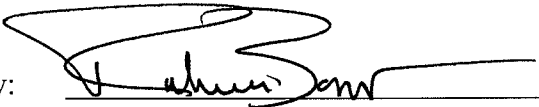
WHEREAS, EBSCO Publishing, Inc., an Alabama corporation with a principal place of business at 10 Estes Street, Ipswich, Massachusetts 01938, has adopted, used and is using and is the owner of the marks set forth on Schedule "A" to this Assignment (hereinafter the "Marks").

WHEREAS, EBSCO Industries, Inc., a Delaware corporation with a principal place of business at 5724 Highway 280 East, Birmingham, Alabama 35242, is desirous of acquiring said Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, EBSCO Publishing, Inc. does hereby sell, assign and transfer unto EBSCO Industries, Inc., for its own use and enjoyment and for the use and enjoyment of its successors and assigns, the entire worldwide rights, title and interest in and to the Marks, together with the goodwill of the business symbolized thereby or otherwise associated with the business conducted in connection with the Marks, and all income, royalties, damages and payments which may hereafter become due or payable in respect thereof, and to all causes of actions (either at law or in equity) and the right to sue, counterclaim and recover for past, present and future infringement, dilution or other unauthorized use or impairment of the rights assigned to EBSCO Industries, Inc. under this Assignment of the Trademarks.

IN WITNESS WHEREOF, EBSCO Publishing, Inc. has caused this Assignment of Trademarks to be executed by its duly authorized officer on the 14<sup>th</sup> day of November, 2006.

EBSCO Publishing, Inc. (an Alabama corporation)

By: 

Name: Richard L. Bozzelli

Title: VP, CFO

LIT971351.1

SCHEDULE "A"

<b>MARK</b>	<b>REGISTRATION NO.</b>	<b>REGISTRATION DATE</b>
THE NATURAL PHARMACIST & Design	2424736	January 30, 2001
THE NATURAL PHARMACIST	2491018	September 18, 2001
THE NATURAL PHARMACIST & Design	2535345	February 5, 2002
THE NATURAL PHARMACIST	2716045	May 13, 2003