

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Security Agreement

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
The StayWell Company		10/05/2006	CORPORATION: DELAWARE
StayWell Custom Communications LLC		10/05/2006	LIMITED LIABILITY COMPANY:
MediMedia USA, Inc.		10/05/2006	CORPORATION:

**RECEIVING PARTY DATA**

<b>Name:</b>	Goldman Sachs Credit Partners L.P.
<b>Street Address:</b>	30 Hudson Street
<b>Internal Address:</b>	17th Floor
<b>City:</b>	Jersey City
<b>State/Country:</b>	NEW JERSEY
<b>Postal Code:</b>	07302
<b>Entity Type:</b>	LIMITED PARTNERSHIP:

**PROPERTY NUMBERS Total: 99**

Property Type	Number	Word Mark
Registration Number:	2575891	
Registration Number:	2426941	A PARTNERSHIP FOR LIFE
Registration Number:	2595108	ABOUT YOUR HEALTH
Registration Number:	2171885	ACTIVE & HEALTHY
Registration Number:	2876434	BENEFITS MANAGEMENT BRIEFS
Registration Number:	1841833	BEST OF HEALTH
Registration Number:	2596215	CANCERSOURCE
Registration Number:	2235949	CHANGING BEHAVIOR CHANGING LIVES
Registration Number:	2683056	EAT FOR THE HEALTH OF IT
Registration Number:	3094233	EXPRESSCODER
Registration Number:	3091266	FASTGUIDES

CH \$2490.00 2575891

Registration Number:	2063073	FOCUSED INTERVENTION
Registration Number:	2009215	FOOD ANIMAL MEDICINE & MANAGEMENT
Registration Number:	2906038	FOR YOUR WELL-BEING
Registration Number:	2407558	GROWING UP HEALTHY
Registration Number:	2596207	HEALTH BRIEFS
Registration Number:	2636752	HEALTH NEWSLETTERS DIRECT
Registration Number:	2323645	HEALTH ON TARGET
Registration Number:	1770040	HEALTH & YOU
Registration Number:	3015222	HEALTHCLICKS
Registration Number:	1772971	HEALTHFACTOR
Registration Number:	2028094	HEALTHGUIDE
Registration Number:	2055102	HEALTHPATH
Registration Number:	1637931	HEALTHPATH
Registration Number:	2049135	HEALTHPATH
Registration Number:	2115345	HEALTHSHARE
Registration Number:	2069398	HEALTHSTEP
Registration Number:	1889656	HEALTHSTEP
Registration Number:	1904147	HEALTHSTEP
Registration Number:	2662938	HEALTHY DECISIONS
Registration Number:	1953891	HEALTHY DECISIONS
Registration Number:	2281819	HEALTHY DECISIONS FOR WOMEN
Registration Number:	2026103	HEALTHY NOW
Registration Number:	3110331	HEALTHY SHORTS
Registration Number:	2181055	HEALTHY VIEWS
Registration Number:	2281820	IN TOUCH WITH HEALTH
Registration Number:	2659107	JUST A MINUTE
Registration Number:	2558603	KRAMES
Registration Number:	2565237	KRAMES
Registration Number:	2591203	KRAMES HEALTH AND SAFETY EDUCATION
Registration Number:	2335587	KRAMES ON-DEMAND
Registration Number:	2497456	MAKE HEALTH HAPPEN
Registration Number:	2651880	MOVE TO IMPROVE
Registration Number:	2769349	NEXTSTEPS
Registration Number:	1646821	P&T
Registration Number:	2353674	P&T'S FORMKIT.COM

Registration Number:	2592633	PHYSICIAN-TALK.COM
Registration Number:	1452962	PREGNANCY A TIME OF CHANGE
Registration Number:	2299105	REGARDING CHILDREN
Registration Number:	2346685	REGARDING HEALTH
Registration Number:	2766276	REGARDING HEALTH OUTBOUND
Registration Number:	2363966	REGARDING WOMEN & HEALTHCARE
Registration Number:	2333482	RX PLUS
Registration Number:	3094106	SMARTCODER
Registration Number:	2336581	SMARTPAD
Registration Number:	2848241	SOUL JOURNEY
Registration Number:	1922917	STARTING OUT HEALTHY
Registration Number:	1189585	STAYWELL
Registration Number:	2366379	STAYWELL ONLINE
Registration Number:	3104648	STAYWELL SOLUTIONS
Registration Number:	3104647	STAYWELL SOLUTIONS
Registration Number:	2747675	STAYWELL'S NEXTSTEPS
Registration Number:	2651879	STEP IT UP!
Registration Number:	2988896	THE CHATHAM INSTITUTE
Registration Number:	2988895	THE CHATHAM INSTITUTE
Registration Number:	2988894	THE CHATHAM INSTITUTE
Registration Number:	2470146	TRACKING MADE SIMPLE
Registration Number:	2696185	TRIGENESIS COMMUNICATIONS
Registration Number:	2696022	TRIGENESIS COMMUNICATIONS
Registration Number:	2669470	TRIGENESIS COMMUNICATIONS
Registration Number:	2730034	TRIGENESIS MANAGEMENT SYSTEMS
Registration Number:	3057465	TRIPLE I
Registration Number:	2467542	VETERINARY FORUM
Registration Number:	1510929	VETERINARY TECHNICIAN
Registration Number:	2441684	VETERINARY THERAPEUTICS RESEARCH IN APPLIED VETERINARY MEDICINE
Registration Number:	2532518	WEBVERSION COMPANION
Registration Number:	2081079	WELL ADVISED
Registration Number:	2043710	WELLTIMES
Registration Number:	2863019	WOMEN'S FOCUS ON HEALTH
Serial Number:	78802318	CLINICAL SYMPOSIA

Serial Number:	78834225	CLINIFORMS
Serial Number:	78834298	COMPENDIUM
Serial Number:	78834281	COMPENDIUM ON CONTINUING EDUCATION FOR THE PRACTICING VETERINARIAN
Serial Number:	78883864	COMPENDIUM: CONTINUING EDUCATION FOR VETERINARIANS
Serial Number:	78837061	CURRENT CLINICAL TRIALS ONCOLOGY
Serial Number:	78820824	HEALTHGUIDE
Serial Number:	78771404	INFORX
Serial Number:	78728119	KRAMES INFORMATION THERAPY
Serial Number:	78728101	KRAMES PRESCRIPTIONS
Serial Number:	78498898	RECORD WRITER
Serial Number:	78458092	STAYWELL @ WORK
Serial Number:	78488370	STAYWELL INFORMATION THERAPY
Serial Number:	78488349	STAYWELL PRESCRIPTIONS
Serial Number:	76416757	STAYWELL PRODUCTIONS
Serial Number:	76416756	STAYWELL PRODUCTIONS
Serial Number:	78772564	STAYWELL PRODUCTIONS
Serial Number:	78284111	STAYWELL SOLUTIONS
Serial Number:	78284094	STAYWELL SOLUTIONS
Serial Number:	78842599	TECHNICIAN'S BRIEF

**CORRESPONDENCE DATA**

Fax Number: (866)459-2899  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 202-783-2700  
Email: oleh.hereliuk@federalresearch.com  
Correspondent Name: CBCInnovis dba Federal Research  
Address Line 1: 1023 Fifteenth Street, NW, Ste 401  
Address Line 2: attn: Oleh Hereliuk  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	378993
NAME OF SUBMITTER:	LaKeeshia Saunders
Signature:	/LS/
Date:	02/26/2007

Total Attachments: 18

**TRADEMARK**  
**REEL: 003488 FRAME: 0388**

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RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

The StayWell Company  
StayWell Custom Communications LLC  
MediMedia USA, Inc.

- Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation-State DE  
 Other Limited Liability Company

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)

Name: Goldman Sachs Credit Partners L.P.  
Internal  
Address: \_\_\_\_\_

Street Address: 30 Hudson Street, 17th Floor  
City: Jersey City              State: NY              Zip: 07302

- Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State \_\_\_\_\_  
 Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)  
Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:

- Assignment                               Merger  
 Security Agreement                       Change of Name  
 Other

Execution Date: 10/5/06

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

PLEASE SEE ATTACHED

B. Trademark Registration No.(s)

PLEASE SEE ATTACHED

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Oleh Hereliuk

Internal Address: Federal Research Corporation

Street Address: 1023 15th Street, NW

Suite 401

City: Washington              State: DC              Zip: 20005

6. Total number of applications and registrations involved:

99

7. Total fee (37 CFR 3.41).....\$ \_\_\_\_\_

- Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Maya Wolfson

Name of Person Signing

  
Signature

2/23/07

Date

Total number of pages including cover sheet, attachments, and document:

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

## SHORT FORM TRADEMARK SECURITY AGREEMENT

TRADEMARK SECURITY AGREEMENT (this "Trademark Security Agreement"), dated as of October 5, 2006, is executed by each of the signatories identified on the signature pages hereto as "Grantors" (the "Grantors"), in favor of GOLDMAN SACHS CREDIT PARTNERS L.P., ("GSCP"), as Collateral Agent (in such capacity, the "Collateral Agent") for the Secured Parties (as defined in the Credit Agreement referred to below).

## WITNESSETH:

WHEREAS, pursuant to the Credit Agreement dated as of October 5, 2006 (as amended, supplemented or otherwise modified from time to time, the "Credit Agreement"), among MMUSA ACQUISITION CORP. ("Holdings"), MEDIMEDIA USA, INC. (the "Borrower"), STAYWELL CUSTOM COMMUNICATIONS, LLC, THE STAYWELL COMPANY and THREE V HEALTH, INC. (as Co-Borrowers), certain SUBSIDIARIES OF THE BORROWER, the Lenders parties thereto, GOLDMAN SACHS CREDIT PARTNERS L.P., as Administrative Agent and Collateral Agent, and CREDIT SUISSE, as Syndication Agent, the Lenders have severally agreed to make extensions of credit to the Borrower upon the terms and subject to the conditions set forth in the Credit Agreement;

WHEREAS, it is a condition precedent to the obligation of the Lenders to make their respective extensions of credit to the Borrower under the Credit Agreement that the Grantors shall have executed and delivered to the Administrative Agent, a Pledge and Security Agreement, in favor of the Collateral Agent (the "Security Agreement") to guarantee the Obligations; and

WHEREAS, the Grantors are required to execute and deliver this Trademark Security Agreement pursuant to the Security Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Administrative Agent and the Lenders to enter into the Credit Agreement and to induce the Lenders to make their respective extensions of credit to the Borrower thereunder, each Grantor hereby agrees with the Collateral Agent, for the benefit of the Secured Parties, as follows:

*Section 1. Defined Terms*

Unless otherwise defined herein, terms used herein have the meanings given to them in the Security Agreement or Credit Agreement, as applicable.

*Section 2. Grant of Security Interest in Trademark Collateral*

Each Grantor hereby grants to the Collateral Agent, for the benefit of the Secured Parties, a security interest in all of the following property (other than Excluded Assets) now owned or at any time hereafter acquired by such Grantor or in which such Grantor now has or at any time in the future may acquire any right, title or interest (collectively, the

“Trademark Collateral”), as collateral security for the prompt and complete payment and performance when due (whether at the stated maturity, by acceleration or otherwise) of the Obligations (as defined in the Security Agreement) of such Grantor:

- (a) all of its Trademarks included in the Collateral, including, without limitation, those referred to on Schedule 1 hereto;
- (b) all renewals and extensions of the foregoing;
- (c) all goodwill of the business connected with the use of each such Trademark; and
- (d) to the extent not otherwise included, all Proceeds of any and all of the foregoing

### *Section 3. Security Agreement*

The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Collateral Agent pursuant to the Security Agreement and each Grantor hereby acknowledges and affirms that the rights and remedies of the Collateral Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event of a conflict between the Security Agreement and this Trademark Security Agreement, the terms of the Security Agreement shall control.

### *Section 4. Grantor Remains Liable*

Each Grantor hereby agrees that, anything herein to the contrary notwithstanding, such Grantor shall remain liable and assume full and complete responsibility for the prosecution, defense, enforcement or any other necessary or desirable actions in connection with the Trademark Collateral.

### *Section 5. Counterparts*

This Trademark Security Agreement may be executed by one or more of the parties hereto in any number of separate counterparts (including by telecopy), and all of said counterparts taken together shall be deemed to constitute one and the same instrument.

### *Section 6. Governing Law*

This Trademark Security Agreement and the rights and obligations of the parties hereto shall be governed by, and construed and interpreted in accordance with, the law of the State of New York.



[SIGNATURE PAGES FOLLOW]

**IN WITNESS WHEREOF**, each Grantor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

MMUSA ACQUISITION CORP.,

by



Name: Steve Simco  
Title:

MEDIMEDIA USA, INC.,

by



Name: Steve Simco  
Title:

MANAGED CARE STRATEGIC SOLUTIONS, L.L.C.,

by



Name: Mike Burnett  
Title:

THE CHATHAM INSTITUTE, L.L.C.,

by



Name: Mike Burnett  
Title:

MEDIMEDIA SERVICES, INC.,

by



Name: Steve Simcox

Title:

ATMEDICA USA, L.L.C.,

by

Name:

Title:

MEDIMEDIA EDUCATIONAL GROUP,  
L.L.C.,

by



Name: Steve Simcox

Title:

MEDIMEDIA MANAGED CARE, L.L.C.,

by



Name: Steve Simcox

Title:

BIOCOMMUNICATIONS, L.L.C.,

by



Name: Steve Simcox

Title:

MEDIMEDIA SERVICES, INC.,

by

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

ATMEDICA USA, L.L.C.,

by

  
\_\_\_\_\_  
Name: *Curtis S. Risley*  
Title: *Vice President*

MEDIMEDIA EDUCATIONAL GROUP,  
L.L.C.,

by

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

MEDIMEDIA MANAGED CARE, L.L.C.,

by

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


BIOCOMMUNICATIONS, L.L.C.,

by

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

CUSTOMER RELATIONSHIP  
XCHANGE, L.L.C.,

by

  
Name: Mike Burnett  
Title:

THE STAYWELL COMPANY,

by

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

FASTMARK, INC.,

by

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

THREE V HEALTH, INC.,

by

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

STAYWELL CUSTOM  
COMMUNICATIONS, L.L.C.,

by

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

CUSTOMER RELATIONSHIP  
XCHANGE, L.L.C.,

by

Name:  
Title:

THE STAYWELL COMPANY,

by

*Patrick A. Clifford*  
Name: PATRICK A. CLIFFORD  
Title: CHAIRMAN, CEO

FASTMARK, INC.,

by

Name:  
Title:

THREE V HEALTH, INC.,

by

*Patrick A. Clifford*  
Name: PATRICK A. CLIFFORD  
Title: CHAIRMAN, CEO

STAYWELL CUSTOM  
COMMUNICATIONS, L.L.C.,

by

Name:  
Title:

CUSTOMER RELATIONSHIP  
XCHANGE, L.L.C.,

by

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

THE STAYWELL COMPANY,

by

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

FASTMARK, INC.,

by

  
\_\_\_\_\_  
Name: *Curtis S. Risley*  
Title: *Vice President*

THREE V HEALTH, INC.,

by

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

STAYWELL CUSTOM  
COMMUNICATIONS, L.L.C.,

by

  
\_\_\_\_\_  
Name: *Curtis S. Risley*  
Title: *Vice President*

MARKETING COMMUNICATIONS OF  
NORTH CAROLINA, L.L.C.,

by Michael R. Riley

Name: Michael Riley

Title: Group President

HEALTH INK CORPORATION OF  
PENNSYLVANIA,

by Michael R. Riley

Name: Michael Riley

Title: Group President



ACKNOWLEDGED AND AGREED  
as of the date first above written:

GOLDMAN SACHS CREDIT PARTNERS L.P.,  
as Collateral Agent

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

Name:

Title:

**ROBERT SCHATZMAN**  
**AUTHORIZED SIGNATORY**

SCHEDULE I  
TO  
TRADEMARK SECURITY AGREEMENT

*Trademark Registrations*

A. TRADEMARKS

[See Schedule 5 to Pledge and Security Agreement]

B. TRADEMARK APPLICATIONS

[See Schedule 5 to Pledge and Security Agreement]

[SIGNATURE PAGE TO TRADEMARK SECURITY AGREEMENT]

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**TRADEMARK**  
**REEL: 003488 FRAME: 0402**

**SCHEDULE 5**

**Intellectual Property**

**Trademark Applications and Registrations**

<b>Trade Mark</b>	<b>Owner</b>	<b>Status</b>	<b>Reg. No. (App. No.)</b>	<b>Reg. Date (App. Date)</b>	<b>Class(es)</b>	<b>Country</b>
(DESIGN ONLY)	The StayWell Company	Registered	22250	18 Apr 1994	41	US State-Minnesota
(DESIGN ONLY)	The StayWell Company	Registered	2575891	4 Jun 2002	16	US
A PARTNERSHIP FOR LIFE	The StayWell Company	Registered	2426941	6 Feb 2001	42	US
ABOUT YOUR HEALTH	StayWell Custom Communications LLC	Registered	2595108	16 Jul 2002	16	US
ACTIVE & HEALTHY	StayWell Custom Communications LLC	Registered	2171885	7 Jul 1998	16	US
ATMEDICA	MediMedia USA, Inc	Registered	99 822755	(10 Nov 1999)	9, 38, 42	France
ATMEDICA	MediMedia USA, Inc	Registered	741759	18 Jul 2000	9, 16, 35, 41	International Register
ATMEDICA	MediMedia USA, Inc	Registered	2239589	3 Aug 2001	9, 16, 35, 41, 42	UK
ATMEDICA	MediMedia USA, Inc	Registered	1619568	15 Jun 2001	9, 38, 42	CTM
BENEFITS MANAGEMENT BRIEFS	StayWell Custom Communications LLC	Registered	2876434	24 Aug 2004	16	US
BEST OF HEALTH	StayWell Custom Communications LLC	Registered	1841833	28 Jun 1994	16	US
BOOK LOGO	The StayWell Company	Registered	891811	22 May 2002	16	Australia
BOOK LOGO	The StayWell Company	Pending	(T02001 C003429)	(31 Oct 2001)	16	Italy
BOOK LOGO	The StayWell Company	Registered	732082	30 Jan 2002	16	Mexico
CANCERSOURCE	The StayWell Company	Registered	2596215	16 Jul 2002	42	US
CHANGING BEHAVIOR CHANGING LIVES	The StayWell Company	Registered	2235949	30 Mar 1999	16	US
CLINICAL SYMPOSIA	MediMedia USA, Inc	Pending	(78802318)	(30 Jan 2006)	16	US
CLINIFORMS	MediMedia USA, Inc	Pending	(78834225)	(10 Mar 2006)	16	US
COMPENDIUM	MediMedia USA, Inc	Pending	(78834298)	(10 Mar 2006)	16	US
COMPENDIUM ON CONTINUING EDUCATION FOR THE PRACTICING VETERINARIAN	MediMedia USA, Inc	Pending	(78834281)	(10 Mar 2006)	16	US
COMPENDIUM: CONTINUING EDUCATION FOR VETERINARIANS	MediMedia USA, Inc	Pending	(78883864)	(15 May 2006)	16	US
CURRENT CLINICAL TRIALS ONCOLOGY	MediMedia USA, Inc	Pending	(78837061)	(14 Mar 2006)	16	US
EAT FOR THE HEALTH OF IT	The StayWell Company	Registered	2683056	4 Feb 2003	44	US
EXPRESSCODER	The StayWell Company	Registered	3094233	16 May 2006	16	US
FASTGUIDES	The StayWell Company	Registered	3091266	9 May 2006	16	US
FOCUSED INTERVENTION	The StayWell Company	Registered	2063073	20 May 1997	41	US
FOOD ANIMAL MEDICINE & MANAGEMENT	MediMedia USA, Inc	Registered	2009215	10 Oct 1996	16	US
FOR YOUR WELL-BEING	StayWell Custom Communications LLC	Registered	2906038	30 Nov 2004	16	US

Trade Mark	Owner	Status	Reg. No. (App. No.)	Reg. Date (App. Date)	Class(es)	Country
GROWING UP HEALTHY	StayWell Custom Communications LLC	Registered	2407558	28 Nov 2000	16	US
HEALTH BRIEFS	StayWell Custom Communications LLC	Registered	2596207	16 Jul 2002	16	US
HEALTH NEWSLETTERS DIRECT	StayWell Custom Communications LLC	Registered	2636752	15 Oct 2002	41	US
HEALTH ON TARGET	StayWell Custom Communications LLC	Registered	2323645	29 Feb 2000	16	US
HEALTH & YOU	StayWell Custom Communications LLC	Registered	1770040	11 May 1993	16	US
HEALTHCLICKS	StayWell Custom Communications LLC	Registered	3015222	15 Nov 2005	9	US
HEALTHFACTOR	StayWell Custom Communications LLC	Registered	1772971	25 May 1993	16	US
HEALTHGUIDE	The StayWell Company	Registered	2028094	7 Jan 1997	9	US
HEALTHGUIDE	The StayWell Company	Pending	(78820824)	(22 Feb 2006)	9	US
HEALTHPATH	The StayWell Company	Registered	2055102	22 Apr 1997	9	US
HEALTHPATH	The StayWell Company	Registered	1637931	18 Dec 1990	42	US
HEALTHPATH	The StayWell Company	Registered	2049135	1 Apr 1997	16	US
HEALTHSHARE	The StayWell Company	Registered	2115345	25 Nov 1997	42	US
HEALTHSTEP	The StayWell Company	Registered	2069398	10 Jun 1997	42	US
HEALTHSTEP	The StayWell Company	Registered	1889656	18 Apr 1995	9, 16	US
HEALTHSTEP	The StayWell Company	Registered	1904147	11 Jul 1995	9, 16	US
HEALTHY DECISIONS	StayWell Custom Communications LLC	Registered	2662938	17 Dec 2002	16	US
HEALTHY DECISIONS	StayWell Custom Communications LLC	Registered	1953891	6 Feb 1996	16	US
HEALTHY DECISIONS FOR WOMEN	StayWell Custom Communications LLC	Registered	2281819	28 Sept 1999	16	US
HEALTHY NOW	StayWell Custom Communications LLC	Registered	2026103	24 Dec 1996	16	US
HEALTHY SHORTS	MediMedia USA, Inc	Registered	3110331	27 Jun 2006	41	US
HEALTHY VIEWS	StayWell Custom Communications LLC	Registered	2181055	11 Aug 1998	16	US
IN TOUCH WITH HEALTH	StayWell Custom Communications LLC	Registered	2281820	28 Sept 1999	16	US
INFORX	The Staywell Company	Pending	(78771404)	(12 Dec 2005)	16, 44, 45	US
JUST A MINUTE	The StayWell Company	Registered	2659107	10 Dec 2002	41	US
KRAMES	The StayWell Company	Registered	891817	22 May 2002	16	Australia
KRAMES	The StayWell Company	Registered	946779	26 Nov 2004	16	Italy
KRAMES	The StayWell Company	Registered	2558603	9 Apr 2007	16	US
KRAMES	The StayWell Company	Registered	013125753	22 Mar 2002	16	France
KRAMES	The StayWell Company	Registered	30162693	22 Aug 2002	16	Germany
KRAMES	The StayWell Company	Registered	732012	30 Jan 2002	16	Mexico
KRAMES	The StayWell Company	Registered	161201	1 Mar 2005	16	Poland
KRAMES	The StayWell Company	Registered	T01/167011	26 Oct 2011	16	Singapore
KRAMES	The StayWell Company	Registered	2433568	5 Apr 2002	16	Spain
KRAMES	The StayWell Company	Registered	TMA58890 6	4 Sept 2003	16	Canada
KRAMES	The StayWell Company	Registered	2565237	30 Apr 2002	16	US
KRAMES & BOOK LOGO	The StayWell Company	Registered	891812	22 May 2002	16	Australia
KRAMES & BOOK LOGO	The StayWell Company	Registered	946778	26 Nov 2004	16	Italy
KRAMES & BOOK LOGO	The StayWell Company	Registered	732081	30 Jan 2002	16	Mexico
KRAMES COMMUNICATIONS	The StayWell Company	Registered	TMA43912 2	10 Feb 1995	9, 16	Canada
KRAMES HEALTH AND SAFETY EDUCATION	The StayWell Company	Registered	891816	22 May 2002	16	Australia

Trade Mark	Owner	Status	Reg. No. (App. No.)	Reg. Date (App. Date)	Class(es)	Country
KRAMES HEALTH AND SAFETY EDUCATION	The StayWell Company	Registered	946780	26 Nov 2004	16	Italy
KRAMES HEALTH AND SAFETY EDUCATION	The StayWell Company	Registered	736345	28 Feb 2002	16	Mexico
KRAMES HEALTH AND SAFETY EDUCATION	The StayWell Company	Registered	TMA59206 5	9 Oct 2003	16	Canada
KRAMES HEALTH AND SAFETY EDUCATION	The StayWell Company	Registered	2591203	9 Jul 2002	16	US
KRAMES INFORMATION THERAPY	The Staywell Company	Pending	(78728119)	(06 Oct 2005)	16, 44, 45	US
KRAMES ON-DEMAND	The StayWell Company	Registered	2335587	28 Mar 2000	9	US
KRAMES PRESCRIPTIONS	The Staywell Company	Pending	(78728101)	(06 Oct 2005)	16, 44, 45	US
KRAMES & DESIGN	The StayWell Company	Registered	TMA59367 6	31 Oct 2003	16	Canada
LINES-CURVED (RAINBOW) DESIGN	The StayWell Company	Registered	TMA44275 2	12 May 1995	9, 16	Canada
MAKE HEALTH HAPPEN	StayWell Custom Communications LLC	Registered	2497456	16 Oct 2001	16	US
MEDI MEDIA	MediMedia USA, Inc	Registered	93 473691	(24 Jun 1993)	16, 35, 38, 41, 42, 44	France
MEDI MEDIA	MediMedia USA, Inc	Registered	92 444649	( 4 Dec 1992)	35, 38, 41	France
MEDI MEDIA	MediMedia USA, Inc	Registered	1499576	2 Feb 1996	16	UK
MEDI MEDIA	MediMedia USA, Inc	Registered	534462	(7 May 1993)	16	Benelux
MEDI MEDIA	MediMedia USA, Inc	Registered	387373	20 Oct 1998	9, 16, 35, 38, 41, 42	CTM
MEDIMEDIA	MediMedia USA, Inc	Registered	740273	4 Jul 2000	16	International
MMI	MediMedia USA, Inc	Registered	93 462868	( 6 Apr 1993)	16	France
MMI EDITIONS MEDICAL MARKETING INTERNATIONAL	MediMedia USA, Inc	Registered	98 714447	(23 Jan 1998)	9, 16, 35, 38, 41, 42	France
MMI MEDICAL MARKETING INVESTMENT	MediMedia USA, Inc	Registered	93 473692	(24 Jun 1993)	16, 35, 38, 41, 42, 44	France
MOVE TO IMPROVE	The StayWell Company	Registered	2651880	19 Nov 2002	41	US
NEXTSTEPS	The StayWell Company	Registered	2769349	30 Sept 2003	41	US
OPEN BOOK DESIGN	The StayWell Company	Registered	TMA59387 4	4 Nov 2003	16	Canada
P & T	MediMedia USA, Inc.	Registered	1646821	4 June 1991	16	US
P&T'S FORMKIT.COM	MediMedia USA, Inc	Registered	2353674	30 May 2000	42	US
PHYSICIAN-TALK.COM	MediMedia USA, Inc.	Registered	2592633	09 Jul 2002	42	US
PREGNANCY A TIME OF CHANGE & DESIGN	The Staywell Company	Registered	1452962	18 Aug 1987	9	US
RECORD WRITER	The StayWell Company	Pending	(78498898)	(13 Oct 2004)	9	US
REGARDING CHILDREN	StayWell Custom Communications LLC	Registered	2299105	7 Dec 1999	16	US
REGARDING HEALTH	StayWell Custom Communications LLC	Registered	2346685	2 May 2000	16	US
REGARDING HEALTH OUTBOUND	StayWell Custom Communications LLC	Registered	2766276	23 Sept 2003	41	US
REGARDING WOMEN & HEALTHCARE	StayWell Custom Communications LLC	Registered	2363966	4 Jul 2000	16	US
RX PLUS	MediMedia USA, Inc	Registered	2333482	21 Mar 2000	16	US

Trade Mark	Owner	Status	Reg. No. (App. No.)	Reg. Date (App. Date)	Class(es)	Country
SMARTCODER	The StayWell Company	Registered	3094106	16 May 2006	16	US
SMARTPAD	MediMedia USA, Inc	Registered	2336581	28 Mar 2000	16	US
SOUL JOURNEY	The StayWell Company	Registered	2848241	1 Jun 2004	41	US
STARTING OUT HEALTHY	StayWell Custom Communications LLC	Registered	1922917	26 Sept 1995	16	US
STAYWELL	The StayWell Company	Registered	1189585	9 Feb 1982	41	US
STAYWELL @ WORK	The StayWell Company	Pending	(78458092)	(28 Jul 2004)	9, 16, 35, 41, 44, 45	US
STAYWELL INFORMATION THERAPY	The StayWell Company	Pending	(78488370)	(23 Sept 2004)	16, 44, 45	US
STAYWELL ONLINE	The StayWell Company	Registered	2366379	11 Jul 2000	42	US
STAYWELL PRESCRIPTIONS	The StayWell Company	Pending	(78488349)	(23 Sept 2004)	16, 44, 45	US
STAYWELL PRODUCTIONS	The StayWell Company	Pending	(76416757)	(4 Jun 2002)	16	US
STAYWELL PRODUCTIONS	The StayWell Company	Pending	(76416756)	(4 June 2002)	9	US
STAYWELL PRODUCTIONS	The StayWell Company	Pending	(78/772564)	(13 Dec 2005)	41	US
STAYWELL SOLUTIONS	The StayWell Company	Pending	(78284111)	(6 Aug 2003)	44, 45	US
STAYWELL SOLUTIONS	The StayWell Company	Pending	(78284094)	(6 Aug 2003)	42	US
STAYWELL SOLUTIONS	The StayWell Company	Registered	3104648	13 Jun 2006	35	US
STAYWELL SOLUTIONS	The StayWell Company	Registered	3104647	13 Jun 2006	41	US
STAYWELL'S NEXTSTEPS	The StayWell Company	Registered	2747675	5 Aug 2003	41	US
STEP IT UP!	The StayWell Company	Registered	2651879	19 Nov 2002	41	US
TECHNICIAN'S BRIEF	MediMedia USA, Inc	Pending	(78842599)	(21 Mar 2006)	16	US
THE CHATHAM INSTITUTE	MediMedia USA, Inc	Registered	2988896	30 Aug 2005	9	US
THE CHATHAM INSTITUTE	MediMedia USA, Inc	Registered	2988895	30 Aug 2005	16	US
THE CHATHAM INSTITUTE	MediMedia USA, Inc	Registered	2988894	30 Aug 2005	41	US
TRACKING MADE SIMPLE	StayWell Custom Communications LLC	Registered	2470146	17 Jul 2001	9	US
TRIGENESIS COMMUNICATIONS	MediMedia USA, Inc	Registered	2696185	11 Mar 2003	9, 41	US
TRIGENESIS COMMUNICATIONS	MediMedia USA, Inc	Registered	2696022	11 Mar 2003	16, 42	US
TRIGENESIS COMMUNICATIONS	MediMedia USA, Inc	Registered	2669470	31 Dec 2002	42	US
TRIGENESIS MANAGEMENT SYSTEMS	MediMedia USA, Inc	Registered	2730034	24 Jun 2003	35	US
TRIPLE I	MediMedia USA, Inc	Registered	3057465	7 Feb 2006	16, 35, 42	US
VETERINARY FORUM	MediMedia USA, Inc	Registered	2467542	10 Jul 2001	16	US
VETERINARY TECHNICIAN	MediMedia USA, Inc.	Registered	1510929	01 Nov 1988	16	US
VETERINARY THERAPEUTICS RESEARCH IN APPLIED VETERINARY MEDICINE	MediMedia USA, Inc	Registered	2441684	3 Apr 2001	16	US
WEBVISION COMPANION	StayWell Custom Communications LLC	Registered	2532518	22 Jan 2002	9	US
WELL ADVISED	The StayWell Company	Registered	2081079	22 Jul 1997	9, 16	US

Trade Mark	Owner	Status	Reg. No. (App. No.)	Reg. Date (App. Date)	Class(es)	Country
WELLTIMES	The StayWell Company	Registered	2043710	11 Mar 1997	16	US
WOMEN'S FOCUS ON HEALTH	StayWell Custom Communications LLC	Registered	2863019	13 Jul 2004	16	US