

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	01/01/1999

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BBIO, INC.		03/01/2007	CORPORATION: KENTUCKY

RECEIVING PARTY DATA

Name:	BBI Marketing Services, Inc.
Street Address:	50 W. RiverCenter Blvd., Suite 600
City:	Covington
State/Country:	KENTUCKY
Postal Code:	41011
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	2228900	DEMANDSCAN
Registration Number:	1432196	CONCEPT DESIGNER

CORRESPONDENCE DATA

Fax Number: (617)523-6850
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 617 305 2140
 Email: george.tuttle@hklaw.com
 Correspondent Name: George W. Tuttle
 Address Line 1: 10 St. James Avenue
 Address Line 2: Holland & Knight LLP
 Address Line 4: Boston, MASSACHUSETTS 02116

ATTORNEY DOCKET NUMBER:	525354-1/R LANSNER
NAME OF SUBMITTER:	George W. Tuttle

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Signature:

/george tuttle/

Date:

03/01/2007

Total Attachments: 4

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CONFIRMATORY ASSIGNMENT OF UNITED STATES TRADEMARKS

THIS AGREEMENT is entered into nunc pro tunc, effective as of January 1, 1999, between BBIO, INC., a Kentucky corporation with a principal place of business of 50 W. RiverCenter Blvd., Suite 600, Covington, KY 41011 (hereinafter the "ASSIGNOR"), and BBI MARKETING SERVICES, INC., a Delaware state corporation with a principal place of business of 50 W. RiverCenter Blvd., Suite 600, Covington, KY 41011 (the "ASSIGNEE").

WHEREAS, as of the effective date of this agreement the ASSIGNOR owned all rights, interest and goodwill in the trademarks listed in the attached Schedule A in the United States, and in the trademark application and registration therefor listed in the Schedule (collectively referred to as the "Trademarks"); and

WHEREAS, as of the effective date of this agreement, ASSIGNOR intended to and did in fact assign all rights, title, and interest in the Trademarks to ASSIGNEE, and wishes to now confirm and memorialize that assignment.

NOW, THEREFORE, in consideration of the payment of the sum of U.S. \$10.00 (ten United States dollars) and other good and valuable consideration, the receipt and sufficiency of which is hereby confirmed, ASSIGNOR hereby confirms its assignment of and assigns, transfers and delivers to Assignee, its successors and assigns, the entire right, title and interest in and to the Trademarks listed in the attached Schedule A, together with the goodwill therein and all of ASSIGNOR's rights to register, enforce and sue for, and to receive monetary damages and equitable relief for, infringements of the Trademarks and trademark application and registrations listed in Schedule A which may have occurred prior to the date of this assignment.

ASSIGNOR retains no ownership rights in the Trademarks, trademark registrations or any other rights transferred to ASSIGNEE by this assignment.

BBIO, INC.

By: *Mary A. Dresdow*

Name: Mary A. Dresdow

Title: Secretary

On this 1st day of March, 2007, before me personally appeared Mary A. Dresdow, proved to me on the basis of satisfactory evidence to be the person who executed the foregoing Assignment of United States Trademarks as an authorized signatory on behalf of BBIO, INC. and acknowledged to me that the corporation executed it.

WITNESS my hand and official seal.

Holly A. Jackson
Notary Public

[Seal]



SCHEDULE A

UNITED STATES TRADEMARKS

<u>APPLICATION SERIAL NO.</u>	<u>REGISTRATION NUMBER</u>	<u>APPLICATION/ REGISTRATION DATE</u>	<u>TRADEMARK</u>
75/475,404	2,228,900	April 27, 1998 March 2, 1999	DEMANDSCAN
	1,432,196	March 10, 1987	CONCEPT DESIGNER