

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Transfer of Security Interest		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Wells Fargo Bank, N.A.		10/05/2007	National Association:
RECEIVING PARTY DATA			
Name:	The Bank of New York		
Street Address:	600 East Las Colinas Blvd., Suite 1300		
Internal Address:	Attention: Bob Hingston		
City:	Irving		
State/Country:	TEXAS		
Postal Code:	75039		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 151			
Property Type	Number	Word Mark	
Registration Number:	2297154	CASINO OPS	
Registration Number:	2163497	CASINO JOURNAL	
Registration Number:	1975070	EXPO U	
Registration Number:	2016538	EXPOWEB	
Registration Number:	1681664	EXPO	
Registration Number:	2194887	IGWB	
Registration Number:	2278684	INTERNATIONAL GAMING & WAGERING BUSINESS	
Registration Number:	2647530	NEW YORK GAMING SUMMIT	
Registration Number:	2495735	NORTHERN GAMING SUMMIT	
Registration Number:	2708175	PRO AV	
Registration Number:	2495736	SOUTHERN GAMING SUMMIT	
Registration Number:	1977531	CLINICIAN	
Registration Number:	1570471	CLINICIAN	

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TRADEMARK
REEL: 003646 FRAME: 0582

Registration Number:	1552841	CLINICAL COURIER
Registration Number:	2403024	CURRENT ISSUES IN HEART FAILURE
Registration Number:	2293773	INTERDISCIPLINARY MEDICINE
Registration Number:	2003770	INTERDISCIPLINARY MEDICINE
Registration Number:	2257263	MEDICAL MONITOR
Registration Number:	2380538	OB*GYN ROUNDS
Registration Number:	2259571	PEDIATRIC ROUNDS
Registration Number:	1761301	PEDIATRIC ROUNDS
Registration Number:	2297781	REPRODUCTIVE HEALTH
Registration Number:	2613951	SYNERMED
Registration Number:	2270762	SYNERMED
Registration Number:	1855188	SYNERMED
Registration Number:	1931459	SYNERMED
Registration Number:	2111308	
Registration Number:	2259570	
Registration Number:	2344578	
Registration Number:	2114877	THE AMERICAN JOURNAL OF HEALTHCARE OUTCOMES
Registration Number:	2031298	THE AMERICAN JOURNAL OF MANAGED CARE
Registration Number:	2822539	THE AMERICAN JOURNAL OF MANAGED CARE
Registration Number:	1444081	CLINICAL LAB PRODUCTS
Registration Number:	2136375	DOCUMENTING THE FUTURE OF AMERICAN HEALTHCARE
Registration Number:	2211996	THE FORUM FOR PEER-REVIEWED LITERATURE ON HEALTHCARE OUTCOMES
Registration Number:	2068165	MANAGED CARE CLINICAL CORNER
Registration Number:	2392941	MEDICAL WORLD COMMUNICATIONS
Registration Number:	2329391	DOCUMENTING THE FUTURE OF AMERICAN HEALTHCARE AJMC
Registration Number:	2389432	MEDICAL WORLD COMMUNICATIONS
Registration Number:	2422768	BRIDGING THE GAP BETWEEN RESEARCH AND PRACTICE
Registration Number:	1406322	CARDIOLOGY BOARD REVIEW
Registration Number:	2407940	CARDIOLOGY REVIEW
Registration Number:	2401501	CARDIOLOGY REVIEW
Registration Number:	1438583	THE COMPENDIUM OF CONTINUING EDUCATION IN DENTISTRY
Registration Number:	1968977	THE COMPENDIUM OF CONTINUING EDUCATION IN ORAL HYGIENE

Registration Number:	2401533	CONTEMPORARY ESTHETIC DENTISTRY
Registration Number:	2207120	CONTEMPORARY ESTHETICS AND RESTORATIVE PRACTICE
Registration Number:	2570991	DENTAL LEARNING SYSTEMS POSTGRADUATE DENTISTRY
Registration Number:	2367256	DIABETES DIGEST
Registration Number:	2365466	DIABETES DIGEST
Registration Number:	2369575	ENDOTHELIAL FUNCTION FORUM
Registration Number:	2214066	FAMILY PRACTICE RECERTIFICATION
Registration Number:	2329390	HIV VIEW POINT
Registration Number:	2202990	HIV POSITIVE LIVING
Registration Number:	1913311	INTERNAL MEDICINE WORLD REPORT
Registration Number:	2826720	MD LIFE
Registration Number:	2874133	OH, WHAT BEAUTIFUL TEETH
Registration Number:	2706441	PHYSICIANS MONEY DIGEST
Registration Number:	2915769	PRACTICAL LIPID MANAGEMENT
Registration Number:	2917001	PREVENTIVE CARDIOLOGY CLINIC
Registration Number:	2593817	COMPENDIUM OF CONTINUING EDUCATION IN DENTISTRY
Registration Number:	1282437	MEDICAL TIMES
Registration Number:	0699846	MEDIQUIZ
Registration Number:	0899230	PHARMACY TIMES
Registration Number:	2017156	RESIDENT & STAFF PHYSICIAN
Registration Number:	1117229	SURGICAL ROUNDS
Registration Number:	1111770	SURGIQUIZ
Registration Number:	1673701	ALLIED HEALTH CARE PUBLICATIONS
Registration Number:	2632330	DECISIONS IN IMAGING INFORMATICS
Registration Number:	2486835	DECISIONS IN IMAGING INFORMATICS
Registration Number:	1907963	THE HEARING REVIEW
Registration Number:	2420244	HOME HEALTH CARE DEALER/PROVIDER
Registration Number:	2394436	HOME HEALTH CARE DEALER/PROVIDER INTERNATIONAL
Registration Number:	2405444	HOME HEALTH CARE DEALER PROVIDER THE JOURNAL FOR H M E INTERNATIONAL
Registration Number:	2376276	THE JOURNAL FOR HME
Registration Number:	2426219	THE JOURNAL FOR RESPIRATORY CARE PRACTITIONERS
Registration Number:	2470908	RT THE JOURNAL FOR RESPIRATORY CARE PRACTITIONERS

Registration Number:	2503445	RT
Registration Number:	2454512	RT INTERNATIONAL
Registration Number:	2466995	RT INTERNATIONAL
Registration Number:	2023029	REHAB MANAGEMENT
Registration Number:	2401535	REHAB MANAGEMENT INTERNATIONAL
Registration Number:	2376275	RESPIRATORY THERAPY PRODUCTS INTERNATIONAL
Registration Number:	2399389	RESPIRATORY THERAPY PRODUCTS
Registration Number:	2365462	CHIROPRACTIC PRODUCTS
Registration Number:	2428987	ORTHODONTIC PRODUCTS
Registration Number:	2356390	PHYSICAL THERAPY PRODUCTS
Registration Number:	2354232	PLASTIC SURGERY PRODUCTS
Registration Number:	2384333	HEALTHTECH
Registration Number:	2329488	HEALTHTECHNET.COM
Registration Number:	2812005	HEALTHTECHNET.COM THE ON-LINE INFORMATION SOURCE FOR THE HEALTHCARE TECHNOLOGY INDUSTRY
Registration Number:	2394437	HEALTHTECH TODAY
Registration Number:	2396612	HEALTHTECH TODAY
Registration Number:	2370608	MEDICAL IMAGING
Registration Number:	2358875	MEDICAL IMAGING BUYER'S GUIDE
Registration Number:	2347897	MEDICAL IMAGING BUYER'S GUIDE
Registration Number:	2523917	HOME HEALTH CARE DEALER PROVIDER THE JOURNAL FOR HME
Registration Number:	2588910	HOME HEALTH CARE DEALER PROVIDER THE JOURNAL FOR HME INTERNATIONAL
Registration Number:	2097496	24 X 7
Registration Number:	1750144	BEVERAGE INDUSTRY
Registration Number:	2296366	BRAND PACKAGING
Registration Number:	1871304	CANDY INDUSTRY
Registration Number:	2456873	CONFECTIONER
Registration Number:	1177168	DAIRY FIELD
Registration Number:	2153387	FDP ONLINE
Registration Number:	2411494	FLEXIBLE PACKAGING
Registration Number:	2241473	FOOD & DRUG PACKAGING
Registration Number:	2379015	INDUSTRIA ALIMENTICIA
Registration Number:	0139981	THE NATIONAL PROVISIONER
Registration Number:	2424222	PACKAGINGINFO

Registration Number:	2352458	PACKAGING THAT SELLS
Registration Number:	2415479	PACKAGING THAT SELLS
Registration Number:	2769118	PLBUYER
Registration Number:	2801600	PRIVATE LABEL BUYER
Registration Number:	2432816	REFRIGERATED & FROZEN FOODS
Registration Number:	2822538	STAGNITO'S NEW PRODUCTS MAGAZINE
Registration Number:	2467243	PRACTICE BUILDERS
Registration Number:	1739819	THE PRACTICE BUILDER
Registration Number:	1740153	THE PRACTICE BUILDER
Registration Number:	2358889	WHAT'S WORKING IN ACCOUNTING PRACTICE BUILDING
Registration Number:	2360936	WHAT'S WORKING IN CHIROPRACTIC PRACTICE BUILDING
Registration Number:	2358890	WHAT'S WORKING IN DENTAL PRACTICE BUILDING
Registration Number:	2365481	WHAT'S WORKING IN EYECARE PRACTICE BUILDING
Registration Number:	2367270	WHAT'S WORKING IN HEARING CARE PRACTICE BUILDING
Registration Number:	2358891	WHAT'S WORKING IN MEDICAL PRACTICE BUILDING
Registration Number:	2369587	WHAT'S WORKING IN PSYCHOTHERAPY PRACTICE BUILDING
Registration Number:	2363431	WHAT'S WORKING IN VETERINARY PRACTICE BUILDING
Serial Number:	76566202	CLINICAL CHALLENGES IN ACUTE MYOCARDIAL INFARCTION
Serial Number:	76592337	DE-CLOT.COM
Serial Number:	76589267	DIALOGUES IN INFECTIOUS DISEASE
Serial Number:	76589266	DIALOGUES IN PRIMARY CARE
Serial Number:	76592865	DISEASE STATE COMPENDIUM
Serial Number:	76552964	FAQS IN IC
Serial Number:	76548513	FAQS IN OAB
Serial Number:	76502825	IBD ROUNDS
Serial Number:	76589261	PRIMARY CARE ROUNDS
Serial Number:	75981730	SYNERMED
Serial Number:	76573042	UROLOGY ROUNDS
Serial Number:	78429222	DOCUMENTING THE FUTURE OF AMERICAN HEALTHCARE
Serial Number:	78415915	CONTEMPORARY DENTAL ASSISTING
Serial Number:	78355650	GENERIC RX PHARMACY REPORT
Serial Number:	78355642	GENERIC RX PHARMACY REPORT
Serial Number:	78422503	PHARMACEUTICAL BUSINESS STRATEGIES

Serial Number:	78422496	PHARMACEUTICAL BUSINESS STRATEGIES
Serial Number:	78422486	PHARMACEUTICAL BUSINESS STRATEGIES
Serial Number:	78340798	PHARMACY CAREERS
Serial Number:	78456395	MEAT & DELI RETAILER
Serial Number:	78456410	MEAT & DELI RETAILER
Serial Number:	78456389	REFRIGERATED & FROZEN FOODS RETAILER
Serial Number:	78456391	REFRIGERATED & FROZEN FOODS RETAILER
Serial Number:	78456393	REFRIGERATED & FROZEN FOODS RETAILER

CORRESPONDENCE DATA

Fax Number: (650)838-5136
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (650) 838-3753
 Email: emily.priest@shearman.com
 Correspondent Name: Tina Patel
 Address Line 1: Shearman & Sterling LLP
 Address Line 2: 1080 Marsh Rd.
 Address Line 4: Menlo Park, CALIFORNIA 94025

ATTORNEY DOCKET NUMBER:	09552-00512 TM SI TRNFR
NAME OF SUBMITTER:	Tina Patel
Signature:	/tina patel/
Date:	10/24/2007

Total Attachments: 22

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October 5, 2007

Ascend Media Holdings, LLC
11600 College Blvd.
Overland Park, KS 66210
Attention: Chief Executive Officer

Medical World Communications, Inc.
11600 College Blvd.
Overland Park, KS 66210
Attention: Chief Executive Officer

Ladies and Gentlemen:

Pursuant to Section 7.06 of the Amended and Restated Second Lien Credit Agreement dated as of March 16, 2005, as amended by Amendment No. 1 dated as of March 17, 2006 and Amendment No. 2 dated as of August 31, 2007 (said Amended and Restated Credit Agreement as so amended, the "Credit Agreement") among Ascend Media Holdings, LLC, a Delaware limited liability company, Medical World Communications, Inc., a Delaware corporation, the lenders party thereto (the "Lenders"), and Wells Fargo Bank, National Association, as administrative agent and collateral agent (the "Resigning Agent"), the Lenders hereby notify you that (i) the resignation of the Resigning Agent as (A) Administrative Agent and Collateral Agent under the Credit Agreement, (B) Collateral Agent under the Security Agreement and the Intellectual Property Security Agreement and (C) Administrative Agent and Collateral Agent under the Intercreditor Agreement is effective as of the date hereof, (ii) the Lenders hereby appoint The Bank of New York as (A) successor Administrative Agent and Collateral Agent under the Credit Agreement, (B) successor Collateral Agent under the Security Agreement and Intellectual Property Security Agreement and (C) successor Administrative Agent and Collateral Agent under the Intercreditor Agreement effective as of the date hereof and (iii) The Bank of New York hereby accepts its appointment as (A) successor Administrative Agent and Collateral Agent under the Credit Agreement, (B) successor Collateral Agent under the Security Agreement and Intellectual Property Security Agreement and (C) successor Administrative Agent and Collateral Agent under the Intercreditor Agreement effective as of the date hereof.

The Lenders hereby acknowledge that, notwithstanding anything to the contrary contained in the Loan Documents, The Bank of New York, as successor Administrative Agent and Collateral Agent, shall not be required to exercise any discretion under the Loan Documents except upon the instructions of the Required Lenders or (where so specified) all Lenders.


Unless otherwise defined, terms used in the Credit Agreement are used herein as therein defined.

Very truly yours,

GOLDENTREE CAPITAL SOLUTIONS FUND
FINANCING

GOLDENTREE CAPITAL SOLUTIONS
OFFSHORE FUND FINANCING, as Lenders

By: GoldenTree Asset Management, LP

By: 
Name: **Karen Weber**
Title: **Director - Bank Debt**

J.P. MORGAN PARTNERS (BHCA), L.P.
J.P. MORGAN PARTNERS GLOBAL
INVESTORS A, L.P.
J.P. MORGAN PARTNERS GLOBAL
INVESTORS, L.P.
J.P. MORGAN PARTNERS GLOBAL
INVESTORS (CAYMAN), L.P.
J.P. MORGAN PARTNERS GLOBAL
INVESTORS (CAYMAN) II, L.P.
J.P. MORGAN PARTNERS GLOBAL
INVESTORS (SELLDOWN), L.P.
J.P. MORGAN PARTNERS GLOBAL
INVESTORS (SELLDOWN) II, L.P., as Lenders

By: CCMP Capital Advisors, LLC, as Attorney in
Fact for each of the above entities

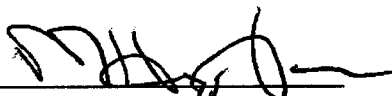
By:



Name: Michael R. Hannon
Title: Managing Director

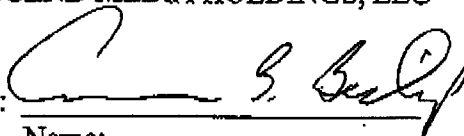
Acknowledged and Agreed:

THE BANK OF NEW YORK

By: 
Name: ROBERT D HINGSTON
Title: VICE PRESIDENT

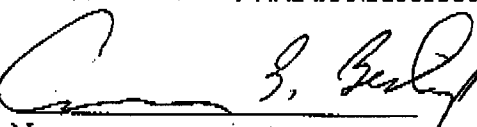
Consented to as of the date first set forth above:

ASCEND MEDIA HOLDINGS, LLC

By: 

Name: **Cameron B. Bishop**
Title **President & CEO**

MEDICAL WORLD COMMUNICATIONS, INC.

By: 

Name: **Cameron B. Bishop**
Title: **President & CEO**

TRADEMARK

REEL: 003646 FRAME: 0593

SECOND LIEN INTELLECTUAL PROPERTY SECURITY AGREEMENT

Dated January 31, 2005

From

The Grantors referred to herein

as Grantors

to

Wells Fargo Bank, National Association

as Collateral Agent

Notwithstanding anything herein to the contrary, the lien and security interest granted to the Collateral Agent pursuant to this Agreement and the exercise of any right or remedy by the second lien collateral agent hereunder are subject to the provisions of the Intercreditor Agreement dated as of January 31, 2005 (as amended, modified or supplemented from time to time in accordance with the terms thereof, the "***Intercreditor Agreement***") among Ascend Media Holdings, LLC ("***Holdings***"), MW Acquisition Co., Inc., a wholly owned subsidiary of the Holdings ("***MWA***") which as part of the consummation of the Transaction (as defined in the Credit Agreement referred to below) is to merge into Medical World Communications, Inc., which will be the surviving entity of such merger (MWA (or, following such merger, such surviving entity) being referred to herein as the "***Subsidiary Borrower***", and each of Holdings and the Subsidiary Borrower individually, a "***Borrower***" and collectively, the "***Borrowers***"), the Subsidiary Guarantors (as defined therein) and Wells Fargo Bank, National Association, as First Lien Administrative Agent and First Lien Collateral Agent, and as Second Lien Administrative Agent and Second Lien Collateral Agent.

SECOND LIEN INTELLECTUAL PROPERTY SECURITY AGREEMENT

This SECOND LIEN INTELLECTUAL PROPERTY SECURITY AGREEMENT (as amended, amended and restated, supplemented or otherwise modified from time to time, the "**IP Security Agreement**") dated as of January 31, 2005 is made by the Persons listed on the signature pages hereof (collectively, the "**Grantors**") in favor of Wells Fargo Bank, National Association ("**Wells Fargo**"), as collateral agent (the "**Collateral Agent**") for the Secured Parties (as defined in the Credit Agreement referred to below).

WHEREAS, Ascend Media Holdings, LLC, a Delaware limited liability company ("**Holdings**") and MW Acquisition Co., Inc., a corporation organized under the laws of the State of Delaware and a wholly-owned subsidiary of Holdings ("**MWA**") which as part of the Transaction (as defined in the Credit Agreement referred to below) is to merge into Medical World Communications, Inc., a corporation organized under the laws of the State of Delaware, which will be the surviving entity of such merger (MWA (or, following such merger, such surviving entity) being referred to herein as the "**Subsidiary Borrower**", and each of Holdings and the Subsidiary Borrower individually, a "**Borrower**" and collectively, the "**Borrowers**") have entered into a Second Lien Credit Agreement dated as of January 31, 2005 (as amended, amended and restated, supplemented or otherwise modified from time to time, the "**Credit Agreement**"), together with Wells Fargo Bank, National Association, as Administrative Agent and as Collateral Agent, the Lenders party thereto, Wells Fargo and CIBC World Markets Corp. ("**CIBC**") as Co-Lead Arrangers and Joint Bookrunners and CIBC as Syndication Agent. Terms defined in the Credit Agreement and not otherwise defined herein are used herein as defined in the Credit Agreement.

WHEREAS, as a condition precedent to the making of Term Advances and by the Lenders under the Credit Agreement and the entry into Secured Hedge Agreements by the Hedge Banks from time to time, each Grantor has executed and delivered that certain Second Lien Security Agreement dated as of January 31, 2005 made by the Grantors to the Collateral Agent (as amended, amended and restated, supplemented or otherwise modified from time to time, the "**Security Agreement**").

WHEREAS, under the terms of the Security Agreement, the Grantors have granted to the Collateral Agent, for the ratable benefit of the Secured Parties, a security interest in, among other property, certain intellectual property of the Grantors, and have agreed as a condition thereof to execute this IP Security Agreement for recording with the U.S. Patent and Trademark Office.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each Grantor agrees as follows:

SECTION 1. Grant of Security. Each Grantor hereby grants to the Collateral Agent for the ratable benefit of the Secured Parties a security interest in all of such Grantor's right, title and interest in and to the following (the "**Collateral**"):

- (i) the patents and patent applications set forth in Schedule A hereto (the "**Patents**");

(ii) the trademark and service mark registrations and applications set forth in Schedule B hereto (provided that no security interest shall be granted in United States intent-to-use trademark applications to the extent that, and solely during the period in which, the grant of a security interest therein would impair the validity or enforceability of such intent-to-use trademark applications under applicable federal law), together with the goodwill symbolized thereby (the "*Trademarks*");

(iii) all copyrights, whether registered or unregistered, now owned or hereafter acquired by such Grantor (the "*Copyrights*");

(iv) all reissues, divisions, continuations, continuations-in-part, extensions, renewals and reexaminations of any of the foregoing, all rights in the foregoing provided by international treaties or conventions, all rights corresponding thereto throughout the world and all other rights of any kind whatsoever of such Grantor accruing thereunder or pertaining thereto;

(v) any and all claims for damages and injunctive relief for past, present and future infringement, dilution, misappropriation, violation, misuse or breach with respect to any of the foregoing, with the right, but not the obligation, to sue for and collect, or otherwise recover, such damages; and

(vi) any and all proceeds of, collateral for, income, royalties and other payments now or hereafter due and payable with respect to, and supporting obligations relating to, any and all of the Collateral of or arising from any of the foregoing.

SECTION 2. Security for Obligations. The grant of a security interest in, the Collateral by each Grantor under this IP Security Agreement secures the payment of all Obligations of such Grantor now or hereafter existing under or in respect of the Loan Documents, whether direct or indirect, absolute or contingent, and whether for principal, reimbursement obligations, interest, premiums, penalties, fees, indemnifications, contract causes of action, costs, expenses or otherwise.

SECTION 3. Recordation. Each Grantor authorizes the Commissioner for Patents and the Commissioner for Trademarks to record, and hereby requests that it record, this IP Security Agreement.


SECTION 4. Execution in Counterparts. This IP Security Agreement may be executed in any number of counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement.

SECTION 5. Grants, Rights and Remedies. This IP Security Agreement has been entered into in conjunction with the provisions of the Security Agreement. Each Grantor does hereby acknowledge and confirm that the grant of the security interest hereunder to, and the rights and remedies of, the Collateral Agent with respect to the Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated herein by reference as if fully set forth herein.

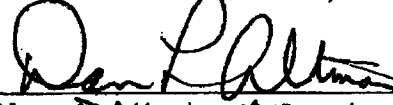
SECTION 6. Governing Law. This IP Security Agreement shall be governed by, and construed in accordance with, the law of the State of New York.

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

MW ACQUISITION CO., INC.

By 
Name: DAN L. ALTMAN
Title: EVP & CFO


ASCEND MEDIA HOLDINGS, LLC

By 
Name: DAN L. ALTMAN
Title: EVP & CFO

Address for Notices:

11600 College Boulevard
Overland Park, KS 66210

ASCEND MEDIA MEDICAL AND
HEALTHCARE, LLC

By 
Title: EVP & CFO

Address for Notices:

11600 College Boulevard
Overland Park, KS 66210


ASCEND MEDIA, LLC

By 
Title: EVP & CFO

Address for Notices:

11600 College Boulevard
Overland Park, KS 66210

IMED COMMUNICATIONS, LLC

By 
Title: EVP & CFO

Second Lien Intellectual Property Security Agreement

Address for Notices:

11600 College Boulevard
Overland Park, KS 66210

ASCEND MEDIA AGENCY, LLC

By Dan Raltman
Title: EVP & CFO

Address for Notices:

11600 College Boulevard
Overland Park, KS 66210

ASCEND MEDIA PROFESSIONAL
SERVICES, LLC

By Dan Raltman
Title: EVP & CFO

Address for Notices:

11600 College Boulevard
Overland Park, KS 66210

MEDICAL WORLD BUSINESS PRESS,
INC.

By Dan Raltman
Title: EVP & CFO

Address for Notices:

11600 College Boulevard
Overland Park, KS 66210

ROMAINE PIERSON PUBLISHERS,
INC.

By Dan Raltman
Title: EVP & CFO

Address for Notices:

11600 College Boulevard
Overland Park, KS 66210


CURANT COMMUNICATIONS, INC.

By Dan Raltman
Title: EVP & CFO

Address for Notices:

11600 College Boulevard
Overland Park, KS 66210


STAGNITO COMMUNICATIONS
INCORPORATED

By 
Title: EUP & CFO

Address for Notices:

11600 College Boulevard
Overland Park, KS 66210

MEDICAL WORLD
DEVELOPMENTAL, LLC

By 
Title: EUP & CFO

Address for Notices:

11600 College Boulevard
Overland Park, KS 66210

PRACTICE BUILDER
ORGANIZATION, INC.

By 
Title: EUP & CFO

**Schedule A to the
IP Security Agreement**

PATENTS AND PATENT APPLICATIONS

None.

**Schedule B to the
IP Security Agreement**

**TRADEMARK REGISTRATIONS AND TRADEMARK APPLICATIONS
SERVICE MARK REGISTRATIONS AND APPLICATIONS**

Ascend Media, LLC

U.S. Registered Trademarks

Trademark	Registrations	Registration Date
CASINO OPS	2,297,154	11/30/99
CASINO JOURNAL	2,163,497	06/09/98
EXPO U	1,975,070	05/21/96
EXPOWEB	2,016,538	11/12/96
EXPO	1,681,664	03/31/92
IGWB	2,194,887	10/13/98
INTERNATIONAL GAMING & WAGERING BUSINESS	2,278,684	09/21/99
NEW YORK GAMING SUMMIT	2,647,530	11/05/02
NORTHERN GAMING SUMMIT	2,495,735	10/09/01
PRO AV	2,708,175	04/15/03
SOUTHERN GAMING SUMMIT	2,495,736	10/09/01

Foreign Pending Trademark Applications

Country	Trademark	Serial Number	Registration Date
United Kingdom	BINGOWORLD	431021	11/23/04
United Kingdom	INTERNATIONAL GAMING & WAGERING BUSINESS	431019	11/23/04

Ascend Media Medical and Healthcare, LLC

U.S. Registered Trademarks

Trademark	Registrations	Registration Date
CLINICIAN	1,977,531	06/04/96
CLINICIAN	1,570,471	12/05/89
CLINICAL COURIER	1,552,841	08/22/89
CURRENT ISSUES IN HEART FAILURE	2,403,024	11/07/00
INTERDISCIPLINARY MEDICINE	2,293,773	11/16/99
INTERDISCIPLINARY	2,003,770	09/24/96

NY3:#7351214

MEDICINE		
MEDICAL MONITOR	2,257,263	06/29/99
OB*GYN ROUNDS	2,380,538	08/29/00
PEDIATRIC ROUNDS	2,259,571	07/06/99
PEDIATRIC ROUNDS	1,761,301	03/30/93
REPRODUCTIVE HEALTH	2,297,781	12/07/99
SYNERMED	2,613,951	09/03/02
SYNERMED	2,270,762	08/17/99
SYNERMED	1,855,188	09/20/94
SYNERMED	1,931,459	10/31/95

Foreign Trademarks

Country	Trademark	Registration Number	Registration Date
Canada	CLINICAL COURIER	TMA603,564	03/01/04
CTM (European Community Trademark)	CLINICAL COURIER	2108140	07/31/02
CTM (European Community Trademark)	CLINICIAN	2108157	08/29/03

U.S. Pending Trademark Applications

Trademark	Registration Number	Registration Date
CLINICAL CHALLENGES IN ACUTE MYOCARDIAL INFARCTION	76-566,202	12/09/03
DE-CLOT.COM	76-592,337	05/17/04
DIALOGUES IN INFECTIOUS DISEASE	76-589,267	04/29/04
DIALOGUES IN PRIMARY CARE	76-589,266	04/29/04
DISEASE STATE COMPENDIUM	76-592,865	05/18/04
FAQS IN IC	76-552,964	10/02/03
FAQS IN OAB	76-548,513	10/02/03
IBD ROUNDS	76-502,825	03/26/03
PRIMARY CARE ROUNDS	76-589,261	04/29/04
SYNERMED	75-981,730	06/01/00
UROLOGY ROUNDS	76-573,042	01/28/04

Registered Graphics

Trademark	Registration Number	Registration Date
Caduceus Design	2,111,308	11/04/97

Caduceus Design	2,259,570	7/6/99
Lung Design	2,344,578	04/25/00

Domain Names

Domain Name	Registered	Expiration Date
cmerounds.com	06/04/04	06/04/07
De-clot.com	11/20/02	11/20/05
heartburnonline.com	10/02/98	10/01/06
imedc.com	07/29/99	07/29/06
Medcme.com	11/14/01	11/14/04
Synermedregistration.com	03/17/03	03/17/06
synermed.com	07/10/98	07/09/06

To also include the following after consummation of the Transaction:

Medical World Communications, Inc.

U.S. Registered Trademarks

Trademark	Registered	Expiration Date
THE AMERICAN JOURNAL OF HEALTHCARE OUTCOMES	2,114,877	11/18/97
THE AMERICAN JOURNAL OF MANAGED CARE	2,031,298	01/14/97
THE AMERICAN JOURNAL OF MANAGED CARE	2,822,539	03/16/04
CLINICAL LAB PRODUCTS	1,444,081	06/23/87
DOCUMENTING THE FUTURE OF AMERICAN HEALTHCARE	2,136,375	02/10/98
THE FORUM FOR PEER-REVIEWED LITERATURE ON HEALTHCARE	2,211,996	12/15/99
MANAGED CARE CLINICAL CORNER	2,068,165	06/03/97
MEDICAL WORLD COMMUNICATIONS	2,392,941	10/10/00

U.S. Pending Trademark Applications

Trademark	Application Number	Filing Date
DOCUMENTING THE FUTURE OF AMERICAN HEALTHCARE	78-429,222	06/03/04

EXPRESS REPORT (being prepared for submission)		
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Registered Graphics

Trademark	Registration Number	Registration Date
Documenting the Future of American Healthcare Design (words and design)	2,329,391	03/14/00
Medical World Communications Design	2,389,432	09/26/00

Medical World Business Press, Inc.

U.S. Registered Trademarks

Trademark	Registration Number	Registration Date
BRIDGING THE GAP BETWEEN RESEARCH AND PRACTICE	2,422,768	01/23/01
CARDIOLOGY BOARD REVIEW	1,406,322	08/19/86
CARDIOLOGY REVIEW (stylized)	2,407,940	11/28/00
CARDIOLOGY REVIEW	2,401,501	11/07/00
THE COMPENDIUM OF CONTINUING EDUCATION IN DENTISTRY	1,438,583	05/05/87
THE COMPENDIUM OF CONTINUING EDUCATION IN ORAL HYGIENE	1,968,977	04/16/96
CONTEMPORARY ESTHETIC DENTISTRY	2,401,533	11/07/00
CONTEMPORARY ESTHETIC AND RESTORATIVE PRACTICE	2,207,120	12/01/98
DENTAL LEARNING SYSTEMS POST GRADUATE DENTISTRY	2,570,991	05/21/02
DIABETES DIGEST	2,367,256	07/11/00
DIABETES DIGEST (stylized)	2,365,466	07/04/00
ENDOTHELIAL FUNCTION FORUM	2,369,575	07/18/00
FAMILY PRACTICE RECERTIFICATION	2,214,066	12/29/98
HIV VIEW POINT	2,329,390	03/14/00
HIV POSITIVE LIVING	2,202,990	11/10/98
INTERNAL MEDICINE WORLD	1,913,311	08/22/95
MD LIFE	2,826,720	04/23/04
OH, WHAT BEAUTIFUL TEETH	2,874,133	08/17/04
PHYSICIAN'S MONEY DIGEST	2,706,441	04/15/03

Mark	Registration No.	Registration Date
(stylized)		
PRACTICAL LIPID MANAGEMENT	2,915,769	01/04/05
PREVENTIVE CARDIOLOGY CLINIC	2,917,001	01/11/05

Foreign Trademarks

Country	Mark	Registration No.	Registration Date
Brazil	THE COMPENDIUM OF CONTINUING EDUCATION IN DENTISTRY	815972008	08/18/92
Canada	THE COMPENDIUM OF CONTINUING EDUCATION IN DENTISTRY	TMA435,790	11/18/94
Venezuela	THE COMPENDIUM OF CONTINUING EDUCATION IN DENTISTRY	156967	N/A

U.S. Pending Trademark Applications

Mark	Registration No.	Registration Date
CONTEMPORARY DENTAL ASSISTING	78-415915	05/10/2004
PRACTICE BUILDING TODAY (being prepared for submission)	N/A	N/A

Registered Graphics

Mark	Registration No.	Registration Date
Compendium of Continuing Education in Dentistry	2,593,817	07/16/02

Romaine Pierson Publishers, Inc.

U.S. Registered Trademarks

Mark	Registration No.	Registration Date
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NY3:#7351214

MEDICAL TIMES	1,282,437	06/19/84
MEDIQUIZ	699,846	06/21/60
PHARMACY TIMES	899,230	09/22/70
RESIDENT & STAFF PHYSICIAN	2,017,156	11/19/96
SURGICAL ROUNDS	1,117,229	05/01/79
SURGIQUIZ	1,111,770	01/23/79

U.S. Pending Trademark Applications

GENERIC RX PHARMACY REPORT	78-355,650	01/22/04
GENERIC RX PHARMACY REPORT	78-355,642	01/22/04
PHARMACEUTICAL BUSINESS	78-422,503	05/20/04
PHARMACEUTICAL BUSINESS	78-422,496	05/20/04
PHARMACEUTICAL BUSINESS	78-422,486	01/20/04
PHARMACY CAREERS	78-340,798	12/15/03

CurAnt Communications, Inc.

U.S. Registered Trademarks

ALLIED HEALTH CARE PUBLICATIONS	1,673,701	01/28/92
DECISION IN IMAGING INFORMATION	2,632,330	10/08/02
DECISIONS IN IMAGING INFORMATION	2,486,835	09/11/01
THE HEARING REVIEW	1,907,963	07/25/95
HOME HEALTH CARE DEALER/PROVIDER	2,420,244	01/09/01
HOME HEALTH CARE DEALER/PROVIDER INTERNATIONAL	2,394,436	10/10/00
HOME HEALTH CARE DEALER PROVIDER INTERNATIONAL (stylized)	2,405,444	11/21/00
THE JOURNAL FOR HME	2,376,276	08/08/00
THE JOURNAL FOR RESPIRATORY CARE	2,426,219	02/06/01

PRACTITIONERS		
RT (stylized)	2,470,908	07/24/01
RT	2,503,445	11/06/01
RT INTERNATIONAL (stylized)	2,454,512	05/29/01
RT INTERNATIONAL	2,466,995	07/10/01
REHAB MANAGEMENT	2,023,029	12/17/96
REHAB MANAGEMENT INTERNATIONAL	2,401,535	11/07/00
RESPIRATORY THERAPY PRODUCTS INTERNATIONAL	2,376,275	08/08/00
RESPIRATORY THERAPY PRODUCTS	2,399,389	10/31/00
CHIROPRACTIC PRODUCTS ¹	2,365,462	07/04/00
ORTHODONTIC PRODUCTS**	2,428,987	02/13/01
PHYSICAL THERAPY PRODUCTS**	2,356,390	06/06/00
PLASTIC SURGERY PRODUCTS**	2,354,232	05/30/00
HEALTH TECH***	2,384,333	09/05/00
HEALTHTECHNET.COM***	2,329,488	03/14/00
HEALTHTECHNET.COM (stylized)***	2,812,005	02/10/04
HEALTHTECH TODAY***	2,394,437	10/10/00
HEALTHTECH TODAY (stylized)***	2,396,612	10/17/00
MEDICAL IMAGING***	2,370,608	07/25/00
MEDICAL IMAGING BUYERS GUIDE***	2,358,875	06/13/00
MEDICAL IMAGING BUYER'S GUIDE***	2,347,897	05/02/00

Registered Graphics

Home Health Care Dealer/Provider Design	2,523,917	01/01/02
Home Health Care Dealer Provider International Design	2,588,910	07/02/02
24 x 7 ***	2,097,496	09/16/97

¹ Registered owner is Novicom, Inc., as merger documents changing ownership to CurAnt Communications, Inc. not yet filed with U.S.P.T.O.

*** Registered owner is Healthtech Publishing Company, Inc., as merger documents changing ownership to CurAnt Communications, Inc. not yet filed with U.S.P.T.O.

Stagnito Communications IncorporatedU.S. Registered Trademarks

Trademark	Registration No.	Registration Date
BEVERAGE INDUSTRY	1,750,144	02/02/93
BRAND PACKAGING	2,296,366	11/30/99
CANDY INDUSTRY	1,871,304	01/03/95
CONFECTIONER	2,456,873	06/05/01
DAIRY FIELD	1,177,168	11/10/81
FDP ONLINE	2,153,387	04/28/98
FLEXIBLE PACKAGING	2,411,494	12/05/00
FOOD & DRUG PACKAGING	2,241,473	04/27/99
INDUSTRIA ALIMENTICIA	2,379,015	08/22/00
THE NATIONAL PROVISIONER	139,981	03/01/21
PACKAGINGINFO	2,424,222	01/23/01
PACKAGING THAT SELLS	2,352,458	05/23/00
PACKAGING THAT SELLS	2,415,479	12/26/00
PL BUYER	2,769,118	09/30/03
PRIVATE LABEL BUYER	2,801,600	12/30/03
REFRIGERATED & FROZEN FOODS	2,432,816	03/06/01
STAGNITO'S NEW PRODUCTS MAGAZINE	2,822,538	03/16/04

Foreign Trademarks

Country	Trademark	Registration No.	Registration Date
Canada	BRAND PACKAGING	TMA536,790	11/07/00
Canada	FDP ONLINE	TMA515,544	08/26/99
Canada	FOOD & DRUG PACKAGING	TMA155,610	02/16/68
Canada	PACKAGING THAT SELLS	TMA557,285	02/01/02

U.S. Pending Trademark Applications

Trademark	Application No.	Application Date
MEAT & DELI RETAILER	78-456,395	07/26/04
MEAT & DELI RETAILER	78-456,410	07/26/04
REFRIGERATED & FROZEN FOODS RETAILER	78-456,389	07/26/04
REFRIGERATED & FROZEN FOODS RETAILER	78-456,391	07/26/04
REFRIGERATED & FROZEN FOODS RETAILER	78-456,393	07/26/04

Practice Builder Organization, Inc.

U.S. Registered Trademarks

Trademark	Registration No.	Registration Date
PRACTICE BUILDERS	2,467,243	07/10/01
THE PRACTICE BUILDER	1,739,819	12/15/92
THE PRACTICE BUILDER	1,740,153	12/15/92
WHAT'S WORKING IN ACCOUNTING PRACTICE BUILDING	2,358,889	06/13/00
WHAT'S WORKING IN CHIROPRACTIC PRACTICE BUILDING	2,360,936	06/20/00
WHAT'S WORKING IN DENTAL PRACTICE BUILDING	2,358,890	06/13/00
WHAT'S WORKING IN EYECARE PRACTICE BUILDING	2,365,481	07/04/00
WHAT'S WORKING IN HEARING CARE PRACTICE BUILDING	2,367,270	07/11/00
WHAT'S WORKING IN MEDICAL PRACTICE BUILDING	2,358,891	06/13/00
WHAT'S WORKING IN PSYCHO THERAPY PRACTICE BUILDING	2,369,587	07/18/00
WHAT'S WORKING IN VETERINARY PRACTICE BUILDING	2,363,431	06/27/00