

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
Ascend Media LLC		11/01/2007	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Medical World Business Press, Inc.		
Street Address:	241 Forsgate Drive		
City:	Jamesberg		
State/Country:	NEW JERSEY		
Postal Code:	08831		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3070957	CONTEMPORARY ORAL HYGIENE	
CORRESPONDENCE DATA			
Fax Number:	(913)451-0875		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	913-451-5100		
Email:	gkraai@lathropgage.com		
Correspondent Name:	Gerald M. Kraai, Registration No. 34,854		
Address Line 1:	10851 Mastin Blvd, Bldg 82, Suite 1000		
Address Line 4:	Overland Park, KANSAS 66210		
NAME OF SUBMITTER:	Gerald M. Kraai, Registration No. 34,854		
Signature:	/Gerald M. Kraai/		
Date:	11/01/2007		

CH \$40.00 3070957

Total Attachments: 1

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**TRADEMARK
 REEL: 003652 FRAME: 0052**

