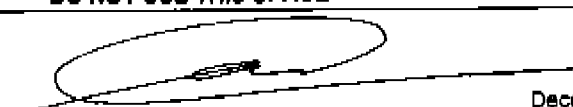


Form PTO-1594
(Rev. 10/02)
OMB No. 0851-0027 (exp. 6/30/2005)

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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

<p>1. Name of conveying party(ies): HEALTH COMMUNICATIONS, INC.</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State NEW JERSEY <input type="checkbox"/> Other:</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other:</p> <p>Execution Date: <u>December 3, 2007</u></p>	<p>2. Name and address of receiving party(ies)</p> <p>Name: SPRINGER SCIENCE + BUSINESS MEDIA LLC</p> <hr/> <p>Internal Address: Street Address: 101 Philip Drive</p> <hr/> <p>City: NORWELL State: MA Zip: 02061</p> <p><input type="checkbox"/> Individual(s) citizenship _____ <input type="checkbox"/> Association _____ <input type="checkbox"/> General Partnership _____ <input type="checkbox"/> Limited Partnership _____ <input type="checkbox"/> Corporation-State _____ <input checked="" type="checkbox"/> Other Limited Liability Company (Massachusetts)</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No <small>(Designations must be a separate document from assignment)</small> Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>				
<p>4. Application number(s) or registration number(s):</p> <table style="width:100%; border: none;"> <tr> <td style="width:50%; border: none;">A. Trademark Application No.(s)</td> <td style="width:50%; border: none;">B. Trademark Registration No.(s) 1,563,339</td> </tr> <tr> <td style="border: none; text-align: right;">Additional numbers attached</td> <td style="border: none; text-align: center;"><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</td> </tr> </table>		A. Trademark Application No.(s)	B. Trademark Registration No.(s) 1,563,339	Additional numbers attached	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
A. Trademark Application No.(s)	B. Trademark Registration No.(s) 1,563,339				
Additional numbers attached	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No				
<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: Stephen B. Goldman LERNER, DAVID, LITTENBERG, KRUMHOLZ & MENTLIK, LLP</p> <p>Internal Address: <u>Atty. Dkt.: JLSHAP 10.1-003 II</u> Street Address: 600 South Avenue West</p> <p>City: <u>Westfield</u> State: <u>NJ</u> Zip: <u>07090</u></p>	<p>6. Total number of applications and registrations involved: 1</p> <p>7. Total fee (37 CFR 3.41) \$ 40.00</p> <p><input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to Deposit Account <input type="checkbox"/> Authorized to be charged to credit card <small>(Form 2038 enclosed)</small></p> <p>8. Deposit account number: 12-1095</p>				
DO NOT USE THIS SPACE					
<p>9. Signature:</p> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;"> <p><u>Stephen B. Goldman</u> Name of Person Signing</p> </div> <div style="text-align: center;">  Signature </div> <div style="text-align: center;"> <p><u>December 4, 2007</u> Date</p> </div> </div> <p style="text-align: center;">Total number of pages including cover sheet, attachments, and document: <input type="text" value="3"/></p>					

CH \$40.00 121095 1563339

ASSIGNMENT

WHEREAS, Health Communications, Inc., a corporation organized under and pursuant to the laws of New Jersey having its principal place of business at 292 Fernwood Avenue, Edison, New Jersey 08837 (hereinafter referred to as Assignor), has adopted and is using the Mark set forth in SCHEDULE A hereof which Assignor has used throughout the United States; and

WHEREAS, Springer Science + Business Media LLC, a limited liability company organized under and pursuant to the laws of Massachusetts having its principal place of business at 101 Philip Drive, Norwell, Massachusetts 02061 (hereinafter referred to as Assignee), desires to acquire the Mark and the goodwill of the business associated with the Mark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign and transfer to the Assignee the entire right, title, and interest in and to said Mark and the registration for said Mark set forth in *SCHEDULE A* hereof, together with the goodwill of the business symbolized by the Mark and the registration thereof, and all other rights which Assignor has enjoyed thereunder both in the United States and throughout all countries of the world, including any and all rights of recovery based on past infringement of said Mark and/or registration, the same to be held and enjoyed by the Assignee, its successors, and assigns forever and to the full end of the terms for the aforesaid Mark is registered and any renewals of the term thereof;

AND FOR THE SAME CONSIDERATION, the Assignor also hereby covenants and agrees that, at the time of execution and delivery of these presents, the Assignor is the sole and lawful owner of the entire right, title, and interest in and to the said registration and believes it is the sole and lawful owner of the entire right, title, and interest to said Mark and said goodwill associated therewith and that the same are unencumbered and that the Assignor has good and full right and lawful authority to sell and convey the same in the manner herein set forth;

AND FOR THE SAME CONSIDERATION, the Assignor hereby covenants and agrees that the Assignor will, whenever counsel of the Assignee or the counsel of its successors, legal representatives, and assigns shall advise that it is lawful and desirable, sign all papers and documents, deliver necessary documents including original registration certificates, if available, take all lawful oaths, execute separate confirmatory assignments, and do all acts reasonably necessary or desirable to be done for the procurement, maintenance, enforcement, and defense of said Mark and registration thereof without charge to the Assignee, its successors, legal representatives, and assigns, other than reasonable costs and expenses incurred by the Assignor or any of its employees, agents, and representatives in connection with the foregoing actions.

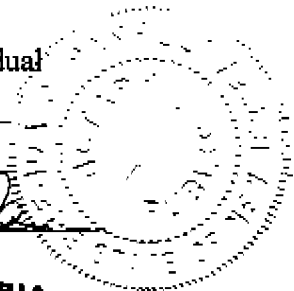
HEALTH COMMUNICATIONS, INC.
 By: Glenn S Shapiro
 Title: President

Date: 12-3-07

United States of America)
 State of New Jersey) ss.:
 County of Middlesex)

On this 3rd day of December 2007, before me personally came Glenn Shapiro, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Brenda C. Panella
 Notary Public



SCHEDULE A

REGISTRATION

MARK: **ADVANCES IN THERAPY**

Registration Number	Date Registered	Serial Number	Filing Date	Ctry
1,563,339	Oct 31, 1989	73/784,942	Mar 6, 1989	US

BRENDA C. PANELLA
 NOTARY PUBLIC OF NEW JERSEY
 I.D. No 2229432
 My Commission Exp. Aug. 11, 2009