

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
MEDICAL WORLD BUSINESS PRESS, INC.		12/20/2007	CORPORATION: NEW JERSEY

RECEIVING PARTY DATA

Name:	AEGIS PUBLICATIONS, LLC
Street Address:	104 PHEASANT RUN, SUITE 105
City:	NEWTOWN
State/Country:	PENNSYLVANIA
Postal Code:	18940
Entity Type:	LIMITED LIABILITY COMPANY: PENNSYLVANIA

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	3070957	CONTEMPORARY ORAL HYGIENE
Registration Number:	2207120	CONTEMPORARY ESTHETICS AND RESTORATIVE PRACTICE
Registration Number:	2401533	CONTEMPORARY ESTHETIC DENTISTRY
Serial Number:	75688090	CONTEMPORARY ESTHETIC DENTISTRY
Registration Number:	1438583	THE COMPENDIUM OF CONTINUING EDUCATION IN DENTISTRY
Registration Number:	2570991	DENTAL LEARNING SYSTEMS POSTGRADUATE DENTISTRY
Registration Number:	2593817	COMPENDIUM OF CONTINUING EDUCATION IN DENTISTRY
Registration Number:	1968977	THE COMPENDIUM OF CONTINUING EDUCATION IN ORAL HYGIENE
Registration Number:	2994715	CONTEMPORARY DENTAL ASSISTING
Registration Number:	3235243	CONTEMPORARY ESTHETICS
Registration Number:	2874133	OH, WHAT BEAUTIFUL TEETH

CH \$290.00 3070957

CORRESPONDENCE DATA

Fax Number: (973)491-3490
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 973.491.3326
Email: blp@seidenwayne.com
Correspondent Name: Brian L. Petrequin, Esq.
Address Line 1: Two Penn Plaza East, 10th Floor
Address Line 2: LeClair Ryan
Address Line 4: Newark, NEW JERSEY 07105-2249

ATTORNEY DOCKET NUMBER:	07965.0009
NAME OF SUBMITTER:	Brian L. Petrequin
Signature:	/Brian L. Petrequin/
Date:	12/31/2007

Total Attachments: 8
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TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, dated December 20, 2007 (this "Trademark Assignment"), by and between AEGIS PUBLICATIONS, LLC, a Pennsylvania limited liability company ("Assignee"), and MEDICAL WORLD BUSINESS PRESS, INC., a New Jersey corporation ("Assignor").

Each of Assignor and Assignee is hereinafter referred to as a "Party" and collectively as the "Parties." Capitalized terms used herein but not otherwise defined herein shall have the respective meanings ascribed to them in the Asset Purchase Agreement, dated as of the date hereof, by and between Assignor and Assignee (the "Asset Purchase Agreement").

Recitals

A. Assignor is the owner of the trademarks set forth on **Schedule A** (hereinafter collectively referred to as the "**Trademarks**").

B. Assignor has agreed to sell, assign, transfer and deliver to Assignee all of its right, title and interest in and to the Trademarks, including any and all goodwill associated therewith, on the terms and subject to the conditions set forth in the Asset Purchase Agreement.

Accordingly, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties hereby agree as follows:

1. **Assignment of Trademarks.** Based on the terms and subject to the conditions set forth in this Trademark Assignment and the Asset Purchase Agreement, Assignor does hereby sell, assign, transfer and deliver to Assignee and its successors, assigns and legal representatives or nominees, all of Assignor's right, title and interest, for all countries, jurisdictions and political entities of the world, in and to the Trademarks, including, without limitation, all benefits, privileges, causes of action, and the exclusive rights to (a) apply for and maintain all registrations, renewals and/or extensions thereof, (b) sue for past, present, and future infringement and to collect damages therefor, and (c) grant licenses or other interests to and in the Trademarks. The foregoing includes, and Assignor does hereby assign, convey, transfer and deliver to Assignee, any and all goodwill symbolized by and/or associated with the Trademarks.

2. **Further Assurances.** Assignor agrees that upon request it shall, at any time and without charge to Assignee, sign all papers, take all rightful oaths, and do all acts which may be necessary or desirable to vest title to the Trademarks in Assignee or in its successors, assigns and legal representatives or nominees. Assignor hereby appoints Assignee and any officer or agent thereof, with full power of substitution, as its true and lawful attorney-of-fact with full irrevocable power and authority in place and stead of Assignor and in the name of Assignor or in its own name, for the purposes of carrying out the terms of this Trademark Assignment, to take all necessary actions to vest title and to execute any and all documents and instruments which may be necessary to accomplish the purposes of this Trademark Assignment.

3. No Rights in Third Parties. Nothing expressed or implied in this Trademark Assignment is intended to or shall confer upon any Person, other than the parties and their respective successors and assigns, any rights, remedies, obligations or liabilities under or by reason of this Trademark Assignment.

4. Successors and Assigns. This Trademark Assignment shall bind and inure to the benefit of the parties and their respective successors and assigns.

5. Governing Law. This Trademark Assignment and all claims with respect thereto shall be governed by and construed in accordance with the laws of the State of Missouri, without giving effect to any provisions relating to conflicts of laws.

6. Amendments. No amendment or modification of this Trademark Assignment shall be effective unless it is set forth in writing and signed by each of the parties hereto.

7. Counterparts. This Trademark Assignment may be executed in one or more counterparts, and by the different parties hereto in separate counterparts, each of which shall be deemed to be an original but all of which taken together shall constitute one and the same original.

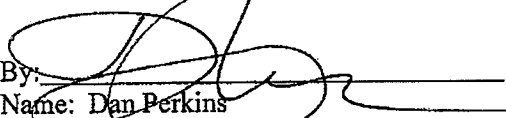
8. Defined Terms. Capitalized terms used but not defined herein shall have the meanings set forth in the Asset Purchase Agreement.

[Signature page follows]

IN WITNESS WHEREOF, the Parties have caused this Trademark Assignment to be duly executed as of the day and year first above written.

ASSIGNEE:

AEGIS PUBLICATIONS, LLC

By: 
Name: Dan Perkins
Title: President and CEO

ASSIGNOR:

**MEDICAL WORLD BUSINESS PRESS,
INC.**

By: _____
Name: Mark Brockelman
Title: Chief Financial Officer

IN WITNESS WHEREOF, the Parties have caused this Trademark Assignment to be duly executed as of the day and year first above written.

ASSIGNEE:

AEGIS PUBLICATIONS, LLC

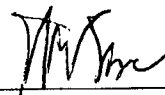
By: _____

Name: Dan Perkins

Title: President and CEO

ASSIGNOR:

**MEDICAL WORLD BUSINESS PRESS,
INC.**

By:  _____

Name: Mark Brockelman

Title: Chief Financial Officer

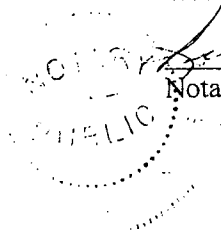
STATE OF Kansas)

: ss.:

COUNTY OF Johnson)

On this 30th day of December, 2007 before me Susan L Decker, a Notary Public, personally appeared **Mark Brockelman**, personally known to me, or proved to me on the basis of satisfactory evidence, to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her authorized capacity and that by her signature on the instrument the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

 Susan L Decker
Notary Public

Notary Public State of Kansas
Susan L Decker
My Appt Exp 7-7-2011

STATE OF _____)

: ss.:

COUNTY OF _____)

On this __ day of _____, 2007 before me _____, a Notary Public, personally appeared **Dan Perkins**, personally known to me, or proved to me on the basis of satisfactory evidence, to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her authorized capacity and that by her signature on the instrument the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Notary Public

TRADEMARKS

Mark	Jurisdiction	Serial No./ Reg. No.	Filing Date/ Reg. Date	Renewal Date	Status	Assignee
CONTEMPORARY ORAL HYGIENE	USA	78/596,885 3,070,957	3/29/2005 3/21/2006	3/21/2016	Registered	Medical World Business Press, Inc.
CONTEMPORARY ESTHETICS AND RESTORATIVE PRACTICE	USA	75/368,549 2,207,120	10/6/1997 12/1/1998	12/1/2008	Registered	Medical World Business Press, Inc.
CONTEMPORARY ESTHETIC DENTISTRY	USA	75/688,091 2,401,533	4/22/1999 11/7/2000	11/7/2010	Inactive	Medical World Business Press, Inc.
CONTEMPORARY ESTHETIC DENTISTRY	USA	75/688,090	4/22/1999	N/A	Abandoned	Medical World Business Press, Inc.
THE COMPENDIUM OF CONTINUING EDUCATION IN DENTISTRY	USA	73/623,411 1,438,583	10/1/1986 5/5/1987	5/5/1987	Registered	Medical World Business Press, Inc.
DENTAL LEARNING SYSTEMS POSTGRADUATE DENTISTRY	USA	76/119,176 2,570,991	8/29/2000 5/21/2002	5/21/2012	Registered	Medical World Business Press, Inc.
COMPENDIUM OF CONTINUING EDUCATION IN DENTISTRY	USA	76/119,083 2,593,817	8/29/2000 7/16/2002	7/16/2012	Registered	Medical World Business Press, Inc.
THE COMPENDIUM OF CONTINUING EDUCATION IN DENTISTRY	Argentina					Medical World Business Press, Inc.
THE COMPENDIUM OF CONTINUING EDUCATION IN DENTISTRY	Brazil	73/294,681 815972008	1/28/81 8/18/92		Registered	Medical World Business Press, Inc.
THE COMPENDIUM OF CONTINUING EDUCATION IN DENTISTRY	Canada	0730947 TMA 435,790	6/11/93 11/18/94		Registered	Medical World Business Press, Inc.
THE COMPENDIUM OF CONTINUING EDUCATION IN DENTISTRY	Venezuela	18321/90 156967			Registered	Medical World Business Press, Inc.
COMPENDIUM OF CONTINUING EDUCATION IN ORAL HYGIENE	USA	74/473,766 1,968,977	12/22/93 4/16/96	N/A	Abandoned	Medical World Business Press, Inc.
CONTEMPORARY DENTAL ASSISTING	USA	78/415,915 2,994,715	5/10/2004 9/13/2005	9/13/2015	Registered	Medical World Business Press, Inc.

CONTEMPORARY ESTHETICS	USA	78/728,574 3,235,243	10/7/2005 4/24/2007	4/24/2017	Registered	Medical World Business Press, Inc.
DENTISTS MONEY DIGEST	USA	N/A	N/A	N/A	Common law	Medical World Business Press, Inc.
OH, WHAT BEAUTIFUL TEETH	USA	76/550660 2,874,133	10/10/2003 8/17/2004		Registered	Medical World Business Press, Inc.
MENTOR	USA	N/A	N/A	N/A	Common law	Medical World Business Press, Inc.
TRIAGE	USA	N/A	N/A	N/A	Common law	Medical World Business Press, Inc.
DENTAL LEARNING SYSTEMS	USA	N/A	N/A	N/A	Common law	