

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
Paul C Gerber		02/04/2008	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Jobson Medical Information LLC		
Street Address:	100 Avenue of the Americas, 9th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	LIMITED LIABILITY COMPANY:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3334550	WO WOMEN IN OPTOMETRY	
CORRESPONDENCE DATA			
Fax Number:	(212)431-5579		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-274-7057		
Email:	jfriedman@jobson.com		
Correspondent Name:	Jessica R. Friedman		
Address Line 1:	100 Avenue of the Americas, 9th Floor		
Address Line 2:	Jobson Medical Information LLC		
Address Line 4:	New York, NEW YORK 10013		
NAME OF SUBMITTER:	Jessica R. Friedman		
Signature:	/Jessica R. Friedman/		
Date:	02/04/2008		

OP \$40.00 3334550

Total Attachments: 3

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**TRADEMARK
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ASSIGNMENT AND ASSUMPTION OF REGISTERED OWNED INTELLECTUAL PROPERTY

This ASSIGNMENT AND ASSUMPTION OF REGISTERED OWNED INTELLECTUAL PROPERTY ("Assignment and Assumption of Registered Owned Intellectual Property") is made and effective this the 4th day of February 2008 by PAUL C. GERBER, d/b/a Gerber Communications, ("Assignor") in favor of JOBSON MEDICAL INFORMATION LLC a Delaware limited liability company ("Assignee"), pursuant to the terms and provisions of the Asset Purchase Agreement, dated January __ 2008, by and among Assignor, Assignee, Practice Advancement Associates, LLC, an Illinois limited liability company, and Thomas F. Steiner, and Paul C. Gerber (as members) (the "Purchase Agreement"). Capitalized terms used in this Assignment and Assumption of Registered Owned Intellectual Property that are defined in the Purchase Agreement shall have the meanings ascribed to them in the Purchase Agreement unless otherwise defined in this Assignment and Assumption of Registered Owned Intellectual Property.

WHEREAS, pursuant to the Purchase Agreement, Assignor has agreed to sell and assign to Assignee, and Assignee has agreed to purchase and accept from Assignor, for the consideration and upon the terms and conditions set forth in the Purchase Agreement, all of all Assignor's right, title and interest in and to the Business Intellectual Property.

WHEREAS, the Business Intellectual Property includes, among other things, those registered items of Owned Intellectual Property set forth on Annex "A" hereto (the "Registered Owned Intellectual Property")

NOW, THEREFORE, pursuant to the Purchase Agreement and in consideration of the premises, and for good and valuable consideration paid by Assignee to Assignor, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows.

1. Assignment. Assignor hereby sells, assigns and transfers to Assignee, and Assignee does hereby accept and assume, all of Assignor's right, title and interest in and to the Registered Owned Intellectual Property.

2. Purchase Agreement. This Assignment and Assumption of Registered Owned Intellectual Property is subject in all respects to the terms and conditions of the Purchase Agreement and does not (i) create any additional obligations, covenants, agreements, representations or warranties or alter, amend or supersede any of the obligations, covenants, agreements, representations or warranties of Assignee or Assignor contained in the Purchase Agreement or (ii) expand upon or limit the respective rights, benefits, responsibilities and obligations of Assignee and Assignor provided in or under the Purchase Agreement.

3. Governing Law. This Assignment and Assumption of Registered Owned Intellectual Property shall be construed and interpreted in accordance with the laws of the State of Illinois applicable to agreements executed and to be performed solely within such State and without reference to any choice of law principle, provision or law, including, without limitation, as to all matters of construction, validity, enforceability and performance.

4. Further Assurances. Assignor agrees from time to time, upon the request of Assignee, to execute, acknowledge and deliver all such further instruments or perform all such further acts as

may be reasonably necessary or desirable, in the reasonable opinion of counsel for Assignee, in connection with the sale, assignment, conveyance, transfer and delivery of the Registered Owned Intellectual Property as provided herein and in the Purchase Agreement. Assignee agrees from time to time, upon the request of Assignor, to execute, acknowledge and deliver all such further instruments or perform all such further acts as may be reasonably necessary or desirable, in the reasonable opinion of counsel for Assignor, in connection with the sale, assignment, conveyance, transfer and delivery of the Registered Owned Intellectual Property as provided herein and in the Purchase Agreement.

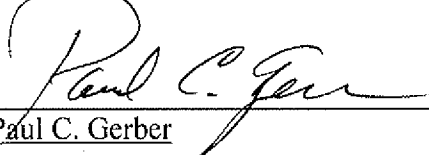
5. Benefit. This Assignment and Assumption of Registered Owned Intellectual Property is intended solely to benefit the parties and shall not create any liabilities or obligations to any other Person or expand any liabilities to any other Person.

6. Counterparts. This Assignment and Assumption of Registered Owned Intellectual Property may be executed in several counterparts, and all counterparts so executed shall constitute one agreement, binding on the parties hereto, notwithstanding that such parties are not signatory to the same counterpart. This Assignment and Assumption of Registered Owned Intellectual Property may be executed and delivered in counterpart signature pages executed and delivered via facsimile transmission or via e-mail, and any such counterpart executed and delivered via facsimile transmission or via e-mail shall be deemed an original for all intents and purposes.

IN WITNESS WHEREOF, the parties hereto have duly executed and delivered this Assignment and Assumption of Intellectual Property as of the date first above written.

ASSIGNOR:

PAUL C. GERBER
d/b/a ~~GERBER COMMUNICATIONS~~



Paul C. Gerber

ASSIGNEE:

JOBSON MEDICAL INFORMATION LLC

By: 
Name: Marc Ferrara
Title: Vice President

Annex A

Registered Owned Intellectual Property

<u>Mark</u>	<u>Location of Registration</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
WOMEN IN OPTOMETRY and design		3334550	11/13/2007