

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Name of the receiving party on the cover sheet previously recorded on Reel 002865 Frame 0503. Assignor(s) hereby confirms the change of name from Health Care Marketing Services, Inc. to Alert Marketing, Inc..

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Health Care Marketing Services, Inc.		04/06/2000	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Alert Marketing, Inc.
Street Address:	100 Avenue of the Americas, 9th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10013
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	2038503	PHARM/ALERT
Registration Number:	2207273	P.A./ALERT
Registration Number:	2207283	N.P./ALERT
Registration Number:	2207281	D.E./ALERT
Registration Number:	2207284	NURSE/ALERT
Registration Number:	2207280	MANAGED CARE/ALERT
Registration Number:	2207282	HOSPITAL PHARM/ALERT
Registration Number:	2338778	M.D./ALERT CARDIOTHERAPY

CORRESPONDENCE DATA

Fax Number: (212)431-5579
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 212-274-7057
Email: jfriedman@jobson.com
Correspondent Name: Jessica R. Friedman
Address Line 1: Jobson Medical Information LLC
Address Line 2: 100 Avenue of the Americas, 9th floor
Address Line 4: New York, NEW YORK 10013

NAME OF SUBMITTER:	Jessica R. Friedman
Signature:	/Jessica R. Friedman/
Date:	04/28/2008

Total Attachments: 6
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11-19-2003

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005)

RECOF TR



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

Tab settings

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

1. Name of conveying party(ies):
Health Care Marketing Services, Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State CALIFORNIA
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: Alert Marketing
 internal
 Address: _____
 Street Address: 100 Avenue of the Americas
 City: New York State: NY Zip: 10013

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State CA
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designations must be a separate document from assignment)
 Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: 04/06/00

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s) _____

B. Trademark Registration No.(s) 1,357,118;
1,357,119; 1,357,120; 1,367,552

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Mel Lamelas
 Internal Address: Jobson Publishing LLC

 Street Address: 100 Avenue of the Americas

 City: New York State: NY Zip: 10013

6. Total number of applications and registrations involved: 17

7. Total fee (37 CFR 3.41).....\$ 440.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: _____

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 01 FC: 529. Signature. 40.00 OP
 02 FC: 522 400.00 OP

DO NOT USE THIS SPACE

Mel Lamelas, VP Legal Affairs  October 31, 2003
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 6

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

OFR/FINANCE
2003 NOV 17 PM 1:03

TRADEMARK REEL: 002865 FRAME: 0503

TRADEMARK REEL: 003767 FRAME: 0905

ADDITIONAL TRADEMARK REGISTRATION NUMBERS
(HEALTH CARE MARKETING SERVICES ASSIGNMENT
TO ALERT MARKETING INC.)

2,038,503 Pharm/alert
2,338,780 HBA/alert
2,092,611 HCMS Online
2,092,610 HCMS True Track
2,124,778 MD/alert Online
2,124,779 Pharm/alert Online
2,207,273 P.A./alert
2,207,283 N.P./alert
2,207,281 D.E./alert
2,207,284 Nurse/alert
2,207,280 Managed Care/alert
2,207,282 Hospital Pharm/alert
2,338,778 M.D. Alert Cardio Therapy

TRADEMARK
REEL: 002865 FRAME: 0504

TRADEMARK
REEL: 003767 FRAME: 0906

State of California

SECRETARY OF STATE



I, *Kevin Shelley*, Secretary of State of the State of California, hereby certify:

That the attached transcript of 3 page(s) was prepared by and in this office from the record on file, of which it purports to be a copy, and that it is full, true and correct.

IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of

APR 25 2003



Kevin Shelley
Secretary of State

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CERTIFICATE OF AMENDMENT

FILED
In the office of the Secretary of State
of the State of California

OF

APR 10 2000

ARTICLES OF INCORPORATION

OF

Bill Jones
BILL JONES, Secretary of State

HEALTH CARE MARKETING SERVICES, INC.

Roger C. Amato the President and the Treasurer of Health Care Marketing Services, Inc., a Corporation duly organized and existing under the laws of the State of California, do hereby certify:

1. That they are the President and the Treasurer, respectively, of Health Care Marketing Services, Inc., a California Corporation.

2. That an amendment to the articles of incorporation of this corporation has been approved by the board of directors.

3. The amendment so approved by the board of directors is as follows:

Article First of the articles of incorporation of this corporation is amended to read as follows:

FIRST: That the name of the corporation is Alert Marketing, Inc.

4. That the shareholders have approved said amendment by vote at a meeting. That the wording of said amendment as approved by vote of the shareholders is the same as that set forth above.

That the amendment was approved by the affirmative vote of the holders of outstanding shares having not less than the minimum number of required votes of shareholders necessary to approve said amendment in accordance with Section 902 of the California Corporation Code.

5. The designation and total number of outstanding shares of any class or series entitled to vote on said amendment as a class or series and the minimum percentage vote required of each such class or series for approval of said amendment are as follows:

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REEL: 002865 FRAME: 0506

TRADEMARK

REEL: 003767 FRAME: 0908

<u>Designation</u>	<u>Number of shares outstanding entitled to vote</u>	<u>Minimum percentage vote required to approve</u>
Common	6,717	100%


6. That the number of shares of each class which voted in favor of said amendment equaled or exceeded the minimum percentage vote required of each class entitled to vote, as set forth above.

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TRADEMARK
REEL: 002865 FRAME: 0507

TRADEMARK
REEL: 003767 FRAME: 0909

Each of the undersigned declares under penalty of perjury that the statements contained in the foregoing certificate are true of their own knowledge. Executed at Boston, Massachusetts, on April 6, 2000.


Roger C. Amato, President and Treasurer

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RECORDED: 11/17/2003

TRADEMARK
REEL: 002865 FRAME: 0508

RECORDED: 04/28/2008

TRADEMARK
REEL: 003767 FRAME: 0910