

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
Grand View Media Group, Inc.		10/13/2008	CORPORATION: ALABAMA
RECEIVING PARTY DATA			
Name:	EBSCO Industries, Inc.		
Street Address:	5724 Highway 280 East		
City:	Birmingham		
State/Country:	ALABAMA		
Postal Code:	35242		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2555438	NEPHROLOGY NEWS & ISSUES	
CORRESPONDENCE DATA			
Fax Number:	(404)685-7070		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404 815 3770		
Email:	mdalton@sgrlaw.com		
Correspondent Name:	Christopher A. Holland		
Address Line 1:	1230 Peachtree Street, N.E.		
Address Line 2:	Suite 3100, Promenade II		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	043802.099		
NAME OF SUBMITTER:	Christopher A. Holland		
Signature:	/Christopher A. Holland/		
Date:	10/30/2008		

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Total Attachments: 3

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ASSIGNMENT OF INTELLECTUAL PROPERTY

WHEREAS, Grand View Media Group, Inc., a corporation formed under the laws of the state of Alabama with a principal place of business at 5724 Hwy 280 East Birmingham AL 35242, USA (“Assignor”) has adopted and used the trademark which includes the subject of the U.S. Trademark Registration, listed on Schedule A (the “Intellectual Property”).

WHEREAS, EBSCO Industries Inc., (“Assignee”) a corporation formed under the laws of the state of Delaware with a principal place of business at 5724 Hwy 280 East, Birmingham Alabama 35242, USA, is desirous of acquiring the Intellectual Property and the corresponding registrations and goodwill of the business symbolized by the Intellectual Property.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, for its own use and enjoyment and for the use and enjoyment of its successors and assigns, ASSIGNOR’s entire worldwide rights, title and interest in and to the Intellectual Property and any renewals thereof, together with the goodwill of the business symbolized thereby or otherwise associated with the business conducted in connection with the Intellectual Property, and all income, royalties, damages and payments which may hereafter become due or payable in respect thereof, and in and all to all causes of actions (either at law or in equity) and the right to sue, counterclaim and recover for past, present and future infringement, dilution or other unauthorized use or impairment of the rights assigned to ASSIGNEE under this Assignment of Intellectual Property.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment of Intellectual Property to be executed by its duly authorized officer on the 13th day of October, 2008.

Grand View Media Group, Inc

By: 
Richard L. Bozzelli
Vice President and Treasurer

SCHEDULE A
Intellectual Property

Nephrology News & Issues
Registration number: 2555438
Registration Date: April 2, 2002