

**TRADEMARK ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
ME Licensing Corporation		06/28/2001	CORPORATION: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Prescribing Reference, Inc.		
<b>Street Address:</b>	114 West 26th Street		
<b>Internal Address:</b>	3rd Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10001		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1624811	MCKNIGHT'S LONG-TERM CARE NEWS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(414)297-4900		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	414-319-7131		
<b>Email:</b>	ptomailmilwaukee@foley.com		
<b>Correspondent Name:</b>	Megan Q. Raynor		
<b>Address Line 1:</b>	Foley & Lardner LLP		
<b>Address Line 2:</b>	777 E. Wisconsin Avenue		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202-5306		
<b>ATTORNEY DOCKET NUMBER:</b>	065948-0113		
<b>NAME OF SUBMITTER:</b>	Jill M. Schenk		
<b>Signature:</b>	/Jill M. Schenk/		

OP \$40.00 1624811

Date:

12/31/2008

Total Attachments: 2

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## TRADEMARK ASSIGNMENT

WHEREAS, ME Licensing Corporation, a Florida corporation ("ME Licensing") is the owner of the trademark MCKNIGHT'S LONG-TERM CARE NEWS (the "Registered Mark"), and of U.S. Registration No. 1,624,811 for the Mark (the "Registration"), and ME Licensing or its predecessors in interest has adopted, has used, and is using the Registered Mark; and

WHEREAS, Prescribing Reference, Inc. ("PRI"), has agreed to acquire (i) from ME Licensing all of ME Licensing's interest in the Registered Mark, and (ii) from ME Licensing and/or Medical Economics Company Inc., a Florida corporation ("MEC") all common law trademarks, service marks and trade names, used by MEC exclusively in connection with its business of designing, editing, writing, publishing, creating, marketing, soliciting of, advertising for or sponsorship of and selling *McKnight's Long Term Care News* (and predecessor titles thereto), the *Industry Guide* and the websites "mcknightsonline.com" and "mcknightsguide.com" (collectively, the Registered Mark and these common law marks are known as the "Trademarks"), and MEC and ME Licensing have agreed to transfer the Trademarks to PRI.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged:

1. Each of MEC and ME Licensing hereby sells, assigns and transfers, and agrees to sell, assign and transfer, to PRI, its successors and assigns, all rights, title and interest in and to, and the use of, the Trademarks and all renewals thereof, together with the goodwill of the business symbolized by the Trademarks, and together with any and all claims and demands MEC or ME Licensing (in each case either itself or through its predecessors) may have, at law or in equity, whether presently known, unknown, accrued or to accrue, including the rights to recover all claims for damages or for compensation, arising out of past infringements of the Trademarks. Such right, title and interest shall be held and enjoyed by PRI, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by MEC or ME Licensing if this assignment and sale had not been made.

2. Each of MEC and ME Licensing further agrees that it will promptly execute and deliver to PRI, its successors or assigns, or its legal representatives, any and all papers, instruments or affidavits that may be required to effect the intent of this assignment or to vest in PRI, its successors or assigns, full right, title and interest in and to the respective Trademarks, or to maintain and enforce the Trademarks.

IN TESTIMONY WHEREOF, each of MEC and ME Licensing has caused this assignment to be signed by its duly authorized officer as of this 28<sup>th</sup> day of June, 2001.

MEDICAL ECONOMICS COMPANY, INC.

By: *Darren B. Pocsik*

Dated: June 28, 2001

Print Name & Title *Darren B. Pocsik*  
*Vice President*

STATE OF Connecticut  
COUNTY OF Fairfield ) ss: Stamford

Before me, a notary of the state and county aforesaid, personally appeared Darren B. Pocsik, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who, upon oath, acknowledged himself to be an officer of Medical Economics Company, Inc., and that he executed the foregoing instrument for the purposes therein stated, by signing the name of the company by himself as an officer.

IN WITNESS HEREOF, I have set my hand and seal of my office this 28<sup>th</sup> day of June, 2001.

(SEAL)

[Signature]  
Notary Public

SUSAN M. ANDERSON  
NOTARY PUBLIC  
My Commission Expires: MY COMMISSION EXPIRES JAN. 31, 2003

ME LICENSING CORPORATION

By: [Signature] Dated: 6/28/01

Print Name & Title

STATE OF Connecticut  
COUNTY OF Fairfield ) ss: STAMFORD

Before me, a notary of the state and county aforesaid, personally appeared James R. Schurr, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who, upon oath, acknowledged himself to be an officer of ME Licensing Corporation, and that he executed the foregoing instrument for the purposes therein stated, by signing the name of the company by himself as an officer.

IN WITNESS HEREOF, I have set my hand and seal of my office this 28<sup>th</sup> day of June, 2001.

(SEAL)

[Signature]  
Notary Public

My Commission Expires: \_\_\_\_\_

SUSAN M. ANDERSON  
NOTARY PUBLIC  
MY COMMISSION EXPIRES JAN. 31, 2003