

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
General Electric Company		01/07/2009	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	NBC Digital Health Network, Inc.		
Street Address:	30 Rockefeller Plaza		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10112		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2701589	THE PATIENT CHANNEL	
CORRESPONDENCE DATA			
Fax Number:	(818)866-1426		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	anne.nielsen@nbcuni.com		
Correspondent Name:	Anne B. Nielsen		
Address Line 1:	100 Universal City Plaza		
Address Line 2:	1280/6		
Address Line 4:	Universal City, CALIFORNIA 91608		
ATTORNEY DOCKET NUMBER:	IVILLAGE		
NAME OF SUBMITTER:	Anne B. Nielsen		
Signature:	/an/		
Date:	01/07/2009		

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Total Attachments: 1
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ASSIGNMENT

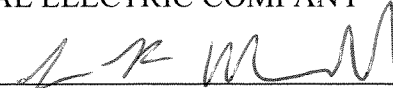
WHEREAS, General Electric Company, a corporation organized and existing under the laws of New York, located at 1 River Road, Schenectady, New York 12345 ("**Assignor**"), is the owner of the trademark listed below (hereinafter, the "**Trademark**");

TRADEMARK	REGISTRATION NO.
THE PATIENT CHANNEL	2701589

and WHEREAS, NBC Digital Health Network, Inc., a corporation organized and existing under the laws of Delaware, located at 30 Rockefeller Plaza, New York, NY 10112 ("**Assignee**"), is desirous of acquiring the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

GENERAL ELECTRIC COMPANY

By: 

Name: Sean Merrill

Title: Trademark Counsel

Date of Signature: January 7, 2009