

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Prescribing Reference, Inc.		03/19/2007	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Haymarket Media, Inc.		
Street Address:	114 West 26th Street, 3rd Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1624811	MCKNIGHT'S LONG-TERM CARE NEWS	
CORRESPONDENCE DATA			
Fax Number:	(414)297-4900		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	414-319-7131		
Email:	ptomailmilwaukee@foley.com		
Correspondent Name:	Megan Q. Raynor		
Address Line 1:	Foley & Lardner LLP		
Address Line 2:	777 E. Wisconsin Avenue		
Address Line 4:	Milwaukee, WISCONSIN 53202-5306		
ATTORNEY DOCKET NUMBER:	065948-0113-0021		
NAME OF SUBMITTER:	Jill M. Schenk		
Signature:	/Jill M. Schenk/		
Date:	01/30/2009		

OP \$40.00 1624811

Total Attachments: 2
source=Haymarket articles#page1.tif
source=Haymarket articles#page2.tif

FILING RECEIPT

=====

ENTITY NAME: HAYMARKET MEDIA, INC.

DOCUMENT TYPE: AMENDMENT (DOMESTIC BUSINESS)
NAME

COUNTY: NEWY

SERVICE COMPANY: CT CORPORATION SYSTEM - 07

SERVICE CODE: 07

=====

FILED:03/30/2007 DURATION:***** CASH#:070330000044 FILM #:070330000042

ADDRESS FOR PROCESS

REGISTERED AGENT

FILER	FEES		PAYMENTS	
-----	----	85.00		85.00
	FILING	60.00	CASH	0.00
	TAX	0.00	CHECK	85.00
FOLEY & LARDNER LLP	CERT	0.00	CHARGE	0.00
777 E. WISCONSIN AVENUE	COPIES	0.00	DRAWDOWN	0.00
	HANDLING	25.00	OPAL	0.00
MILWAUKEE, WI 53202			REFUND	0.00

6885183CAS				

DOS-1025 (11/89)

**CERTIFICATE OF AMENDMENT
OF THE CERTIFICATE OF INCORPORATION
OF
PRESCRIBING REFERENCE, INC.
UNDER SECTION 805 OF THE BUSINESS CORPORATION LAW**

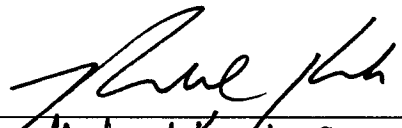
1. The name of the corporation is Prescribing Reference, Inc.
2. The certificate of incorporation of said corporation was filed by the Department of State on November 14, 1984.
3. (a) The certificate of incorporation is amended to change the name of the Corporation.

(b) To effect the foregoing, the Articles of Incorporation is hereby amended to read as follows:

The name of the corporation is Haymarket Media, Inc.

4. The amendment was authorized by:

The vote of the board of directors followed by the unanimous written consent of the holders of all outstanding shares.

By: 
Name: Michael Krisk, Secretary