

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
The Cleveland Clinic Foundation		06/01/2009	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Healthwise, Incorporated		
Street Address:	2601 N. Bogus Basin Road		
City:	Boise		
State/Country:	IDAHO		
Postal Code:	83702		
Entity Type:	non-profit corporation: IDAHO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3332830	HEALTHWISE CONNECTION YOUR LINK TO A HEALTHIER LIFE	
CORRESPONDENCE DATA			
Fax Number:	(503)220-2480		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(503) 294-9656		
Email:	TM-PDX@STOEL.COM, pphartigan@stoel.com		
Correspondent Name:	Gary W. Glisson/Stoel Rives LLP		
Address Line 1:	900 SW Fifth Avenue		
Address Line 2:	Suite 2600		
Address Line 4:	Portland, OREGON 97204		
ATTORNEY DOCKET NUMBER:	66351-7		
NAME OF SUBMITTER:	Patrick P. Hartigan/SR Paralegal		
Signature:	/Patrick P. Hartigan/		

OP \$40.00 3332830

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**TRADEMARK
 REEL: 003998 FRAME: 0555**

Date:

06/03/2009

Total Attachments: 1

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ASSIGNMENT OF SERVICE MARK

The Cleveland Clinic Foundation, an Ohio corporation ("Assignor"), is the owner of the following service mark (the "Mark") registered with the United States Patent and Trademark Office:

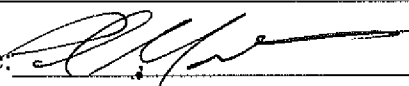
<u>Service Mark</u>	<u>U.S. Registration No.</u>	<u>Registration Date</u>
HEALTHWISE CONNECTION YOUR LINK TO A HEALTHIER LIFE	3,332,830	November 6, 2007

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Healthwise, Incorporated, an Idaho non-profit corporation ("Assignee"), the entire right, title and interest in and to the Mark and its related federal registration, together with the goodwill of the business associated with the Mark, with all rights of action, powers and benefit to the Mark, due or accrued, including the right to sue for and recover in the Assignee's own name and that of its successors and assigns and other legal representatives all remedies of every nature, including without limitation rights to injunctive relief, damages, profits, costs and attorney fees, arising out of past infringement of the Mark, or injury to the related goodwill.

THIS ASSIGNMENT IS EFFECTIVE AS OF JUNE 1, 2009.


THE CLEVELAND CLINIC FOUNDATION
(Assignor)

By: _____

Name: 

Title: Paul G. Matsen
Chief Marketing, Communications
& Planning Officer

Signature Date: 5/28/09

APPROVED AS TO FORM
CCF-OFFICE OF
GENERAL COUNSEL
BY 
DATE 5-26-2009
CMSI# HEA-35414