

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
VHA Inc.		08/23/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The Strategy Group, LLC		
Street Address:	2200 Colonial Avenue		
Internal Address:	Suite 11		
City:	Norfolk		
State/Country:	VIRGINIA		
Postal Code:	23517		
Entity Type:	LIMITED LIABILITY COMPANY: VIRGINIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2743989		
Registration Number:	2850376	WOMEN'S HEARTADVANTAGE	
Registration Number:	2957846	TARGET:DIABETES	
Registration Number:	2963703	STROKESENSE	
CORRESPONDENCE DATA			
Fax Number:	(312)569-3459		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312 569 1459		
Email:	IPDOCKETCHICAG@DBR.COM, nancy.martinez-curtin@dbr.com		
Correspondent Name:	Melissa S. Dillenbeck		
Address Line 1:	191 North Wacker Drive		
Address Line 2:	Suite 3700		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	NAV001-004USA		

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TRADEMARK
REEL: 004138 FRAME: 0525

NAME OF SUBMITTER:	Melissa S. Dillenbeck
Signature:	/melissasdillenbeck-nmc/
Date:	01/27/2010
Total Attachments: 1 source=VHA-THESTRATEGYGROUPLLC--tmassignment--DOC001#page1.tif	

SERVICE MARK ASSIGNMENT

THIS SERVICE MARK ASSIGNMENT is made and entered into as of January 1, 2006.

WHEREAS, VHA Inc., a Delaware corporation, with its principal place of business at 220 East Las Colinas Blvd., Irving, Texas 75039-5500 ("Assignor"), has adopted, used and is using the following service marks for which a U.S. registration has issued (collectively, the "Service Marks"):

MARK	Registration Number	Registration Date
WOMEN'S HEARTADVANTAGE	2,850,376	June 8, 2004
STROKESENSE	2,963,703	June 28, 2005
TARGET:DIABETES	2,957,846	May 31, 2005
Heart-Shaped Ribbon Logo	2,743,989	July 29, 2003

WHEREAS, The Strategy Group, LLC, a Virginia limited liability corporation, with its principal place of business at 2200 Colonial Ave., Suite 11, Norfolk, Virginia 23517 ("Assignee"), is desirous of acquiring all rights, title and interests in and to said Service Marks, the attendant goodwill and the related registrations.

WHEREAS, pursuant to a separate written agreement between the parties, Assignor has agreed to transfer its rights, title and interests in the Service Marks to the Assignee and Assignee has agreed to assume such rights, title and interests in said Service Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, its successors and assigns, all rights, title and interests in and to said Service Marks, together with the goodwill of the business symbolized by said Service Marks, and the registrations therefor.

Assignor further agrees that it will cause all papers and rightful oaths to be signed, and do all acts that may be reasonably necessary to vest in Assignee all rights, title and interests to such Service Marks, and to enable such rights, titles and interests in such Service Marks to be recorded in the United States Patent and Trademark Office and any other appropriate governmental authority of the United States and internationally.

IN WITNESS WHEREOF, VHA Inc. has caused this Service Mark Assignment to be executed by its duly authorized representative.

VHA Inc.

8/22/06

Date:

By: _____
Name: Taylor White
Title: V.P. Business & Product Development