

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
Storandt Pann Margolis, Inc.	FORMERLY Storandt Pann Margolis & Partners	04/06/2010	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Rush University Medical Center		
Street Address:	1700 West Van Buren, Suite 456		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60612		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2943782	IT'S HOW MEDICINE SHOULD BE	
CORRESPONDENCE DATA			
Fax Number:	(312)655-1501		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-655-1500		
Email:	jfsdocket@welshkatz.com		
Correspondent Name:	Joseph F. Schmidt		
Address Line 1:	120 South Riverside Plaza, Suite 2200		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	2587-101100		
NAME OF SUBMITTER:	Joseph F. Schmidt		
Signature:	/jfs/		
Date:	04/12/2010		

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Total Attachments: 1
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TRADEMARK
REEL: 004184 FRAME: 0238

ASSIGNMENT

WHEREAS, Storandt Pann Margolis, Inc., an Illinois corporation, 15 West Harris, Suite 300, La Grange, Illinois 60525, ("ASSIGNOR"), is the owner of all rights, title and interest in and to the mark IT'S HOW MEDICINE SHOULD BE and U.S. Registration No. 2,943,782 therefor;

WHEREAS, Rush University Medical Center, an Illinois corporation, 1700 West Van Buren, Suite 456, Chicago, Illinois 60612 ("ASSIGNEE"), desires to acquire all of ASSIGNOR's rights, title and interest in and to the mark IT'S HOW MEDICINE SHOULD BE and U.S. Registration No. 2,943,782, and the goodwill of the business symbolized by said marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said ASSIGNOR has sold, transferred, and assigned, and hereby sells, transfers and assigns to ASSIGNEE all rights, title and interest in and to the mark IT'S HOW MEDICINE SHOULD BE and U.S. Registration No. 2,943,782, together with the goodwill of the business symbolized by said mark.

IN WITNESS WHEREOF this Assignment has been duly executed by an authorized officer of ASSIGNOR.

Storandt Pann Margolis, Inc.

Dated: 4/6/10

By: 