

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Trademark Assignment

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Little Blue InSite LLC		11/23/2010	LIMITED LIABILITY COMPANY: CONNECTICUT
mdHub LLC		11/23/2010	LIMITED LIABILITY COMPANY: CONNECTICUT
TLBB, LLC		11/23/2010	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	HCPlexus, Inc. f/k/a Blue Asset Acquisition Corp.
<b>Street Address:</b>	9 Old Kings Highway South, 4th Floor
<b>City:</b>	Darien
<b>State/Country:</b>	CONNECTICUT
<b>Postal Code:</b>	06820
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Serial Number:	85133697	HCPLEXUS
Serial Number:	85072884	TLBBMOBILE
Serial Number:	85072869	THE LITTLE BLUE BOOK MOBILE

**CORRESPONDENCE DATA**

**Fax Number:** (202)739-3001  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
**Phone:** 202-739-5151  
**Email:** dgross@morganlewis.com, apolott@morganlewis.com, chimmelfarb@morganlewis.com  
**Correspondent Name:** Dana S. Gross, Morgan, Lewis & Bockius  
**Address Line 1:** 1111 Pennsylvania Avenue, N.W.  
**Address Line 4:** Washington, DISTRICT OF COLUMBIA 20004

**TRADEMARK**

CH \$90.00 85133697

ATTORNEY DOCKET NUMBER:	010012.0003
NAME OF SUBMITTER:	Dana S. Gross
Signature:	/Dana S. Gross/
Date:	12/16/2010
Total Attachments: 3 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif source=Trademark Assignment#page3.tif	

## TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made on this 23rd day of November 2010, by **Little Blue InSite LLC**, a Connecticut limited liability company; **mdHub LLC**, a Connecticut limited liability company; and **TLBB, LLC**, a Delaware limited liability company, each having a principal place of business at 9 Old Kings Highway South, 4th Floor, Darien, Connecticut 06820 (collectively, "Assignors") in favor of **HCplexus, Inc.** formerly known as **Blue Asset Acquisition Corp.**, a Delaware corporation having its principal place of business at 9 Old Kings Highway South, 4th Floor, Darien, Connecticut 06820 ("Assignee").

WHEREAS, Assignors and Assignee have entered into that Asset Purchase Agreement, dated November 23, 2010 ("Purchase Agreement"), whereby Assignors have sold to Assignee, and Assignee has accepted, all of the assets that pertain to and are necessary for the operation of the Business, including but not limited to the trademarks listed on Schedule A ("Assigned Trademarks").

WHEREAS, Assignors wish to assign, and Assignee, as Assignors' successor to the Business pertaining to all of the Assigned Trademarks, wishes to accept, all right, title and interest, including any common law rights and all registrations and applications for registration of same, in and to the Assigned Trademarks, including any and all associated goodwill, for use in connection with Assignee's operation of the Business.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby agree as follows:

1. Assignors hereby assign, transfer, and set over to Assignee their entire right, title, and interest in and to the Assigned Trademarks, and any and all associated goodwill, including the right to sue for and receive all damages from past infringements of the Assigned Trademarks, the same to be held and enjoyed by Assignee, its successors, assigns, and other legal representatives.

2. Unless otherwise defined herein, terms used in this Assignment, including its preamble and all recitals, have the meanings provided or provided by reference in the Purchase Agreement. In case of any conflict between the definitions of this Assignment and the definitions of the Purchase Agreement, the definitions of the Purchase Agreement shall govern.

*[Signature page follows]*

**Little Blue InSite LLC**

By: 

Date: 11/23/2010

Name: David L. Shrier

**mdHub LLC**

By: 

Date: 11/29/2010

Name: David L. Shrier

**TLBB, LLC**

By: 

Date: 11/23/2010

Name: David L. Shrier

**SCHEDULE A**

The Assigned Trademarks shall include the marks listed below, as well as any variations thereof:

HCPLEXUS Appl. No. 85/133,697

TLBB MOBILE Appl. No. 85/072,884

THE LITTLE BLUE BOOK MOBILE Appl. No. 85/072,869

THE LITTLE BLUE BOOK

THE LITTLE YELLOW BOOK

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PHYSICIANS TELEPHONE DIRECTORY

DOCFINDERPLUS.COM

MDHUB

