

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Assignments of Trademarks, Service Marks and Accompanying Applications, Registrations and Goodwill

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
American Society of Health Informatics Managers, Inc.		03/18/2011	non-profit corporation: UTAH

**RECEIVING PARTY DATA**

<b>Name:</b>	HM Holdings, LLC
<b>Street Address:</b>	2480 South 3850 West, Suite B
<b>City:</b>	Salt Lake City
<b>State/Country:</b>	UTAH
<b>Postal Code:</b>	84120
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Serial Number:	77848278	AMERICAN SOCIETY OF HEALTH INFORMATICS MANAGERS
Serial Number:	77848311	ASHIM
Serial Number:	77848361	
Serial Number:	77848367	CERTIFIED HEALTH INFORMATICS SYSTEMS PROFESSIONAL
Serial Number:	77848419	CERTIFIED HEALTH INFORMATICS SYSTEMS PROFESSIONAL
Serial Number:	77848381	CHISP

**CORRESPONDENCE DATA**

Fax Number: (617)951-8736  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 6179518075  
 Email: shannon.mcguire@bingham.com

OP \$165.00 77848278

Correspondent Name: Shannon L. McGuire  
Address Line 1: One Federal Street  
Address Line 2: Bingham McCutchen LLP  
Address Line 4: Boston, MASSACHUSETTS 02110

NAME OF SUBMITTER:	Shannon L. McGuire
Signature:	/SLM/
Date:	03/21/2011

**Total Attachments: 3**

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**ASSIGNMENT OF TRADEMARKS, SERVICE MARKS AND ACCOMPANYING  
APPLICATIONS, REGISTRATIONS AND GOODWILL**

**March 18, 2011**

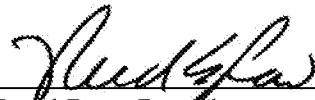
Effective as of the date set forth above (the “**Effective Date**”), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, American Society of Health Informatics Managers, Inc., a Utah Non-profit Corporation (“**Assignor**”), does hereby sell, assign, transfer and set over to HM Holdings, LLC, a Delaware limited liability company (“**Assignee**”) all of Assignor’s worldwide rights, title and interest in and to the trademarks and service marks listed on **Exhibit A** attached hereto (collectively, the “**Marks**”) and the applications and registrations therefor, any renewals or extensions of such applications and registrations, and all rights therein and thereto in any country or locality worldwide, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks and the resulting right to recover damages and profits for past, present, or future infringements or unauthorized uses thereof, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made.

Assignor agrees to execute and deliver at the request of Assignee, any papers, instruments and assignments reasonably necessary to vest in Assignee all of Assignor’s right, title and interest in and to the Marks and the applications and registrations therefor and/or to provide evidence to support such assignment in the event such evidence is reasonably necessary and to the extent such evidence is in the possession or control of Assignor.

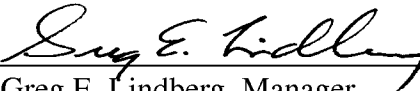
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IN WITNESS WHEREOF, the undersigned have executed this Assignment of Trademarks, Service Marks and Accompanying Applications, Registrations and Goodwill as of the date first set forth above.

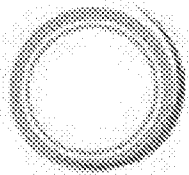
**AMERICAN SOCIETY OF HEALTH  
INFORMATICS MANAGERS, INC.**

By:   
Reed Pew, President

**HM HOLDINGS, LLC**

By:   
Greg E. Lindberg, Manager

**EXHIBIT A**

Mark	Serial No.	Reg. No.	Reg. Date	Goods/Services
AMERICAN SOCIETY OF HEALTH INFORMATICS MANAGERS	77/848,278	3,833,182	08/10/2010	Educational services, namely, conducting classes and courses and educational testing in the field of health information technology  Testing, analysis and evaluation of the health information technology skills of others for the purpose of certification
ASHIM	77/848,311	3,829,594	08/03/2010	Educational services, namely, conducting classes and courses and educational testing in the field of health information technology  Testing analysis and evaluation of the health information technology skills of others for the purpose of certification
circle logo design 	77/848,361			Educational services, namely, conducting classes and courses and educational testing in the field of health information technology
CERTIFIED HEALTH INFORMATICS SYSTEMS PROFESSIONAL	77/848,367			Testing, analysis and evaluation of the health information technology skills of others for the purpose of certification
CERTIFIED HEALTH INFORMATICS SYSTEMS PROFESSIONAL	77/848,419	3,924,299	02/22/2011	Health information technology services
CHISP	77/848,381	3,829,595	08/03/2010	Testing, analysis and evaluation of the health information technology skills of others for the purpose of certification