

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
UBM Medica LLC		04/15/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	HMP Communications, LLC		
Street Address:	83 General Warren Blvd., Suite 100		
City:	Malvern		
State/Country:	PENNSYLVANIA		
Postal Code:	19355		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	0737576	CONSULTANT	
Registration Number:	3138227	CONSULTANT FOR PEDIATRICIANS	
Registration Number:	3424117	CONSULTANT FOR PEDIATRICIANS	
Registration Number:	1759788	WHAT'S YOUR DIAGNOSIS?	
CORRESPONDENCE DATA			
Fax Number:	(312)902-1061		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312.577.8034		
Email:	oscar.ruiz@kattenlaw.com		
Correspondent Name:	Oscar Ruiz c/o Katten Muchin Rosenman		
Address Line 1:	525 West Monroe Street		
Address Line 4:	Chicago, ILLINOIS 60661		
ATTORNEY DOCKET NUMBER:	207170-2 (HMP)		
NAME OF SUBMITTER:	Oscar Ruiz		

CH \$115.00 0737576

Signature:	/Oscar Ruiz/
Date:	05/13/2011
Total Attachments: 5 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif source=Trademark Assignment#page3.tif source=Trademark Assignment#page4.tif source=Trademark Assignment#page5.tif	

TRADEMARK ASSIGNMENT

This Assignment is made on this 15th day of April, 2011 (the "**Trademark Assignment**") by and between UBM Medica LLC, a Delaware limited liability company ("**Assignor**"), and HMP Communications, LLC, a Delaware limited liability company ("**Assignee**"). Capitalized terms used and not otherwise defined shall have the meanings ascribed to them in the Asset Purchase Agreement (as defined below).

WHEREAS, by an Asset Purchase Agreement, dated as of the date hereof by and between Assignor and Assignee (the "**Asset Purchase Agreement**"), Assignor has sold the Purchased Assets to Assignee, and in connection therewith, Assignor has sold all of its right, title, and interest in and to the Purchased Assets to Assignee, and in connection therewith, Assignor has agreed to assign, and Assignee has agreed to acquire, all Assignor's right, title and interest in and to all of the trademarks (including common law rights), trade names, service marks, trade dress, logos, trade names and corporate names, along with the goodwill associated therewith, included in the Purchased Assets, including but not limited to the trademarks listed on Exhibit A hereto, and all registrations, renewals and applications therefore, owned and used by Assignor (the "**Trademarks**"); and

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, sell, transfer and convey to Assignee, its successors and assigns, all of Assignor's right, title, and interest in and to the Trademarks throughout the world, including all applications thereof and all goodwill pertaining thereto, the portion of the business of Assignor to which any intent-to-use application pertains to, and all rights to petition, sue, or otherwise seek and recover damages, profits and any other remedy (monetary, injunctive, declaratory or other), for any past, present or future infringement, dilution, conversion or misappropriation of, or other injury, offense, violation, breach of duty or wrong relation to any of the Trademarks, or any license, agreement, contract or other matter relating thereto, worldwide and forever.

This Trademark Assignment does not extend upon or limit the rights, obligations, representations, warranties and/or indemnifications provided in the Asset Purchase Agreement. Notwithstanding anything to the contrary set forth herein, if there is any conflict between the terms and conditions of this Trademark Assignment and the terms and conditions of the Asset Purchase Agreement, the terms and conditions of the Asset Purchase Agreement shall control.

Assignor hereby agrees to execute upon the request of Assignee, at Assignee's expense, such additional documents as are reasonably necessary to register and otherwise give full effect to and to perfect the rights of Assignee under this Trademark Assignment in and to the Trademarks, including, without limitation, all documents reasonably necessary to register in the name of Assignee the assignment of the Trademarks with the United States Patent & Trademark Office, and reasonably assist in any proceedings relating to Assignee's right, title, interest and benefit in and to the Trademarks.

This Trademark Assignment shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns.

This Trademark Assignment shall be governed by, construed and enforced in accordance with the laws of the State of New York (without application of principles of conflicts of law).

This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

[Signature Page Follows]

IN WITNESS WHEREOF, the undersigned have executed this Trademark Assignment on the date first written above.

UBM MEDICA LLC
Delaware limited liability company

HMP COMMUNICATIONS, LLC
A Delaware limited liability company

By: Sally Shankland
Name: Sally Shankland
Title: CEO, US

By: _____
Name: _____
Title: _____

[Signature Page to Trademark Assignment Agreement]

TRADEMARK
REEL: 004541 FRAME: 0732

IN WITNESS WHEREOF, the undersigned have executed this Trademark Assignment on the date first written above.

UBM MEDICA LLC
Delaware limited liability company

HMP COMMUNICATIONS, LLC
A Delaware limited liability company

By: _____
Name: _____
Title: _____

By:  _____
Name: JEFF HENNESSY
Title: MANAGER

[Signature Page to Trademark Assignment Agreement]

EXHIBIT A

REGISTERED TRADEMARKS

Mark	Reg. No.	Jurisdiction	Registration date
CONSULTANT (stylized logo)	0737576	U.S. Federal	9/11/62
CONSULTANT FOR PEDIATRICIANS	3138227	U.S. Federal	9/5/06
CONSULTANT FOR PEDIATRICIANS	3424117	U.S. Federal	5/6/08
WHAT'S YOUR DIAGNOSIS	1759788	U.S. Federal	3/23/93