

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
Media Capital Holdings, LLC		04/01/2011	LIMITED LIABILITY COMPANY: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	WPP Capital, LLC		
Street Address:	PO Box 12038		
City:	Durham		
State/Country:	NORTH CAROLINA		
Postal Code:	27709		
Entity Type:	LIMITED LIABILITY COMPANY: NORTH CAROLINA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2467243	PRACTICE BUILDERS	
Registration Number:	1740153	THE PRACTICE BUILDER	
Registration Number:	1739819	THE PRACTICE BUILDER	
CORRESPONDENCE DATA			
Fax Number:	(919)829-9696		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	9198294309		
Email:	tmgroup@hutchlaw.com		
Correspondent Name:	Devon E. White, Hutchison Law Group		
Address Line 1:	5410 Trinity Road		
Address Line 2:	Suite 400		
Address Line 4:	Raleigh, NORTH CAROLINA 27607		
ATTORNEY DOCKET NUMBER:	ACAD.21000		

CH \$90.00 2467243

900195904

**TRADEMARK
 REEL: 004572 FRAME: 0683**

NAME OF SUBMITTER:	Devon E. White
Signature:	/dew/
Date:	06/30/2011
Total Attachments: 3 source=Assignment - Media Capital to WPP Capital#page1.tif source=Assignment - Media Capital to WPP Capital#page2.tif source=Assignment - Media Capital to WPP Capital#page3.tif	

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

April 1, 2011

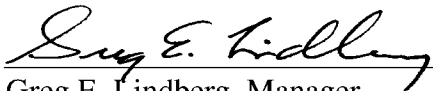
Effective as of the date set forth above (the “**Effective Date**”), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Media Capital Holdings, LLC, a North Carolina Limited Liability Company (“**Assignor**”), does hereby sell, assign, transfer and set over to WPP Capital, LLC, a North Carolina 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.

MEDIA CAPITAL HOLDINGS, LLC

By: 
Greg E. Lindberg, Manager

WPP CAPITAL, LLC

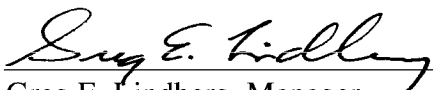
By: 
Greg E. Lindberg, Manager

EXHIBIT A

Mark	Serial No.	Reg. No.	Reg. Date	Goods/Services
PRACTICE BUILDERS	75/838,876	2,467,2432	07/10/2001	Advertising services for others, namely, advertising agency, business marketing, direct mail advertising and public relations services Educational and training services, namely, conducting seminars and workshops for professionals in the field of maximizing practice revenues in the practices related to accounting audiology, eye care, dental care, chiropractic, hearing care, psychotherapy, medicine, surgery, and veterinary.
THE PRACTICE BUILDER	74/267,595	1,740,153	12/15/1992	Advertising services; namely, advertising agency, marketing, direct mail and public relations services
THE PRACTICE BUILDER	74/267,594	1,739,819	12/15/1992	Newsletters and reports for professionals in the field of maximizing practice revenues