

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	04/25/2011

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Storandt Pann Margolis, Inc.		10/28/2011	CORPORATION: ILLINOIS

RECEIVING PARTY DATA

Name:	SPM Marketing & Communications, Inc.
Street Address:	15 West Harris Avenue, Suite 300
City:	La Grange
State/Country:	ILLINOIS
Postal Code:	60525
Entity Type:	CORPORATION: ILLINOIS

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	85298849	EVERYTHING YOU NEED
Serial Number:	85199758	WE FOUND THE CURE FOR CAN'T
Registration Number:	2478524	BIRTH BY DESIGN
Registration Number:	3080790	DOING MORE
Registration Number:	2748511	HOW MEDICINE SHOULD BE
Registration Number:	3241997	PIONEERING MEDICINE
Registration Number:	3892104	PUTTING YOUR MIND AT EASE
Registration Number:	3558478	THE ANSWER IS ACADEMIC

CORRESPONDENCE DATA

Fax Number: (312)655-1501
 Phone: 312-655-1500
 Email: jfsdocket@welshkatz.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

900205862

**TRADEMARK
 REEL: 004651 FRAME: 0230**

CH \$215.00 85298849

via US Mail.

Correspondent Name: Joseph F. Schmidt
Address Line 1: 120 South Riverside Plaza, Suite 2200
Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	0302587
NAME OF SUBMITTER:	Joseph F. Schmidt
Signature:	/jfs/
Date:	10/28/2011

Total Attachments: 2
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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 service marks and the U.S. pending applications and U.S. registrations therefor shown on the attached Schedule of Service Marks;

WHEREAS, SPM Marketing & Communications, Inc., an Illinois corporation, 15 West Harris, Suite 300, La Grange, Illinois 60525, ("ASSIGNEE"), desires to acquire all of ASSIGNOR's rights, title and interest in and to the service marks and applications/registrations shown on the attached Schedule of Service Marks, 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 as of April 25, 2011, and hereby sells, transfers and assigns to ASSIGNEE all rights, title and interest in and to the service marks and applications/registrations shown on the attached Schedule of Service Marks, together with the goodwill of the business symbolized by said marks.

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

Storandt Pann Margolis, Inc.

Dated: 10/28/11

By: Larry Margolis

Schedule of U.S. Service Mark Registrations and Applications

<u>Mark</u>	<u>U.S. Application No.</u>	<u>U.S. Registration No.</u>
BIRTH BY DESIGN		2478524
DOING MORE		3080790
EVERYTHING YOU NEED	85298849	
HOW MEDICINE SHOULD BE		2748511
PIONEERING MEDICINE		3241997
PUTTING YOUR MIND AT EASE		3892104
THE ANSWER IS ACADEMIC		3558478
WE FOUND THE CURE FOR CAN'T	85199758	