

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
The StayWell Company		12/01/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	MediMedia USA, Inc.		
Street Address:	350 Starke Road		
City:	Carlstadt		
State/Country:	NEW JERSEY		
Postal Code:	07072		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3168371	STAYWELL PRODUCTIONS	
CORRESPONDENCE DATA			
Fax Number:	(973)379-7152		
Phone:	3474431333		
Email:	mdbergman@bergmanlawllc.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Michelle D. Bergman		
Address Line 1:	353 W. 48th St.		
Address Line 2:	Suite 420		
Address Line 4:	New York, NEW YORK 10036		
NAME OF SUBMITTER:	Michelle D Bergman		
Signature:	/s/Michelle D Bergman		
Date:	12/01/2011		
Total Attachments: 3 source=Assignment of Trademarks (SWC to MMUSA)#page1.tif source=Assignment of Trademarks (SWC to MMUSA)#page2.tif source=Assignment of Trademarks (SWC to MMUSA)#page3.tif			

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TRADEMARK
REEL: 004669 FRAME: 0500

ASSIGNMENT OF UNITED STATES TRADEMARKS

WHEREAS, The StayWell Company, a corporation organized under the laws of Delaware, is the registered owner of the United States trademarks registered with the U.S. Patent & Trademark Office listed in Exhibit A;

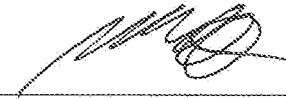
WHEREAS, MediMedia USA, Inc., a Corporation organized under the laws of Delaware, and having a place of business at 350 Starke Road, Carlstadt, New Jersey as successor to a portion of The StayWell Company's ongoing and existing business, or portion of the business to which the trademarks listed in Exhibit A pertain, is desirous of acquiring said trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, effective December 31, 2010, The StayWell Company, does hereby sell, assign, and transfer unto MediMedia USA, Inc. its successors and assigns, the entire right, title, and interest in and to the above-identified trademarks, together with the goodwill of the business in connection with which said trademarks pertain, and all rights of action and recovery for past infringements of said trademark, and in, to and under any and all renewals and other extensions of said registrations.

IN WITNESS WHEREOF, said The StayWell Company has caused this instrument to be executed by its duly authorized member on the 1st day of December, 2011.

The StayWell Company

By

A handwritten signature in black ink, appearing to read 'Mike Burnett', written over a horizontal line.

Name: Mike Burnett

Title: Chief Financial Officer

Exhibit A

Trademark

STAYWELL PRODUCTIONS

Registration Number

3,168,371