

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:	Krames Staywell, LLC
Street Address:	780 Township Line Road
City:	Yardley
State/Country:	PENNSYLVANIA
Postal Code:	19067
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 30

Property Type	Number	Word Mark
Registration Number:	3426519	EXIT-WRITER
Registration Number:	3094233	EXPRESSCODER
Registration Number:	3091266	FASTGUIDES
Registration Number:	2781806	INFORMATION PRESCRIPTION
Registration Number:	2558603	KRAMES
Registration Number:	3773017	KRAMES GO-TO-GUIDE FOR LIVING WELL WITH ASTHMA
Registration Number:	3773018	KRAMES GO-TO-GUIDE FOR LIVING WELL WITH COPD
Registration Number:	3773019	KRAMES GO-TO-GUIDE FOR LIVING WELL WITH HEART DISEASE
Registration Number:	3773020	KRAMES GO-TO-GUIDE FOR LIVING WELL WITH HEART FAILURE
Registration Number:	3854587	KRAMES GO-TO-GUIDE FOR LIVING WELL WITH TYPE 2 DIABETES
Registration Number:	3871408	KRAMES GO-TO-GUIDES
Registration Number:	3769209	KRAMES GO-TO-GUIDES MULTIMEDIA SELF-CARE WORKBOOKS

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Registration Number:	3992500	KRAMES HEALTHY CONNECTIONS
Registration Number:	3320520	KRAMES INFORMATION THERAPY
Registration Number:	2335587	KRAMES ON-DEMAND
Registration Number:	3961045	KRAMES ONLINE
Registration Number:	3911893	KRAMES PATIENT CONSENT
Registration Number:	3961053	KRAMES PATIENT EDUCATION
Registration Number:	3895184	KRAMES WEBCONNECT
Registration Number:	3330716	RECORD WRITER
Registration Number:	3094106	SMARTCODER
Registration Number:	3197695	STAYWELL INFORMATION THERAPY
Registration Number:	3174746	STAYWELL SOLUTIONS
Registration Number:	3104647	STAYWELL SOLUTIONS
Registration Number:	3104648	STAYWELL SOLUTIONS
Registration Number:	3121420	STAYWELL SOLUTIONS
Registration Number:	2081079	WELL ADVISED
Registration Number:	2043710	WELLTIMES
Registration Number:	2729335	WIRED.MD
Serial Number:	85095119	KRAMES STREAMED

CORRESPONDENCE DATA

Fax Number: (973)379-7152
Phone: 3474431333
Email: mbergman@bergmanlawllc.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
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
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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;

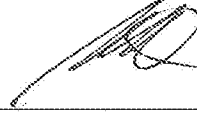
WHEREAS, Krames Staywell, LLC, a Limited Liability Company organized under the laws of Delaware, and having a place of business at 780 Township Line Road, Yardley, Pennsylvania, as successor to a portion of The StayWell Company's ongoing and existing business, or portion of the business to which the 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 Krames StayWell, LLC 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



Name: Mike Burnett

Title: Chief Financial Officer

Exhibit A

<u>Trademark</u>	<u>Registration Number</u>
EXIT-WRITER	3,426,519
EXPRESSCODER	3,094,233
FASTGUIDES	3,091,266
INFORMATION PRESCRIPTION	2,781,806
KRAMES	2,558,603
KRAMES GO-TO-GUIDE FOR LIVING WELL WITH ASTHMA	3,773,017
KRAMES GO-TO-GUIDE FOR LIVING WELL WITH COPD	3,773,018
KRAMES GO-TO-GUIDE FOR LIVING WELL WITH HEART DISEASE	3,773,019
KRAMES GO-TO-GUIDE FOR LIVING WELL WITH HEART FAILURE	3,773,020
KRAMES GO-TO-GUIDE FOR LIVING WELL WITH TYPE 2 DIABETES	3,854,587
KRAMES GO-TO-GUIDES	3,871,408
KRAMES GO-TO-GUIDES	
MULTIMEDIA SELF-CARE	3,769,209
KRAMES HEALTHY CONNECTIONS	3,992,500
KRAMES INFORMATION THERAPY	3,320,520
KRAMES ON-DEMAND	2,335,587
KRAMES ONLINE	3,961,045
KRAMES PATIENT CONSENT	3,911,893
KRAMES PATIENT EDUCATION	3,961,053
KRAMES STREAMED	85/095,119
KRAMES WEBCONNECT	3,895,184
RECORD WRITER	3,330,716
SMARTCODER	3,094,106
STAYWELL INFORMATION THERAPY	3,197,695
STAYWELL SOLUTIONS	3,174,746
STAYWELL SOLUTIONS	3,104,647
STAYWELL SOLUTIONS	3,104,648
STAYWELL SOLUTIONS	3,121,420
WELL ADVISED	2,081,079
WELLTIMES	2,043,710
WIRED.MD	2,729,335