

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	07/31/2011		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DTR Advertising, Inc.		01/16/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	CCS Medical, Inc.		
Street Address:	14255 49th Street North		
Internal Address:	Suite 301		
City:	Clearwater		
State/Country:	FLORIDA		
Postal Code:	33762		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3682459	CITIZENS MEDICAL	
CORRESPONDENCE DATA			
Fax Number:	(415)591-1400		
Phone:	415-591-1000		
Email:	trademarksSF@winston.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:	Kimberly Eckhart, c/o Winston & Strawn		
Address Line 1:	101 California Street		
Address Line 2:	Suite 3900		
Address Line 4:	San Francisco, CALIFORNIA 94111-5894		
ATTORNEY DOCKET NUMBER:	086014.00001		
NAME OF SUBMITTER:	Sandra L. Owen		

CH \$40.00 3682459

Signature:	/Sandra L. Owen/
Date:	01/31/2012
Total Attachments: 2 source=DTR-CCS Medical-Assignment#page1.tif source=DTR-CCS Medical-Assignment#page2.tif	

ASSIGNMENT

WHEREAS, DTR Advertising, Inc. is a Delaware corporation having an address at 225 Cedar Hill Street, Marlboro, Massachusetts 01752 ("DTR");

WHEREAS, CCS Medical, Inc. is a Delaware corporation having an address at 14255 49th Street North, Suite 301, Clearwater, Florida 33762 ("CCS");

WHEREAS, DTR is the owner of all rights, title and interest in and to the trademark CITIZENS MEDICAL (the "Mark") for "advertising and marketing services, namely, promoting the goods and services of others by generating leads for medical supply companies dealing with diabetes," including U.S. trademark registration number 3,682,459 (the "Registration");

WHEREAS, DTR wishes to assign all rights, title and interest in and to the Mark and Registration to CCS and CCS wishes to accept such assignment;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, DTR does hereby assign and transfer to CCS *nunc pro tunc* as of July 31, 2011, all right, title and interest in and to the Mark and Registration together with the accompanying goodwill, all foreign and U.S. pending applications for the Mark, all foreign and common law rights in and to the Mark, the right to register, renew, protect and defend the Mark, and all income, royalties and damages hereafter due or payable to DTR with respect to the Mark, including without limitation damages and claims for past, current, and future violations, infringements, or misappropriations of the Mark.

IN WITNESS WHEREOF, DTR has caused this instrument to be executed as of 16th day of January, 2012.

DTR ADVERTISING, INC.

By:

William Cunningham
Name: William Cunningham

Title: Senior Vice President and Chief Financial Officer