

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
Michael J. Hennessy & Associates, Inc.		03/22/2012	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Clinical Care Targeted Communications Group, LLC		
Street Address:	666 Plainsboro Road		
City:	Plainsboro		
State/Country:	NEW JERSEY		
Postal Code:	08536		
Entity Type:	LIMITED LIABILITY COMPANY: NEW JERSEY		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	77487327	AMERICAN JOURNAL OF MANAGED MARKETS	
Serial Number:	77542321	THE AMERICAN JOURNAL OF PHARMACY BENEFITS	
Serial Number:	77518049	FORMULARY FLASH	
Serial Number:	85429996	MANAGED HEALTHCARE 360°	
Serial Number:	85505249	MANAGED HEALTHCARE 360°	
Serial Number:	85547772	TRANSLATING EVIDENCE-BASED RESEARCH INTO VALUE-BASED DECISIONS	
Serial Number:	85547768	TRANSLATING EVIDENCE-BASED RESEARCH INTO VALUE-BASED DECISIONS	
CORRESPONDENCE DATA			
Fax Number:	(732)851-4638		
Email:	shpulaski@shpulaskilaw.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:	Shannon Hennessy Pulaski		

OP \$190.00 77487327

Address Line 1: 14 Winding Creek Drive
Address Line 4: Millstone, NEW JERSEY 08535

NAME OF SUBMITTER:	Shannon Hennessy Pulaski
Signature:	/Shannon Hennessy Pulaski/
Date:	03/26/2012

Total Attachments: 2
source=Trademark Assignment CCTC#page1.tif
source=Trademark Assignment CCTC#page2.tif

TRADEMARK ASSIGNMENT

WHEREAS, Michael J Hennessy & Associates, Inc., a New Jersey corporation located at 666 Plainsboro Road Plainsboro NEW JERSEY 08536 ("Assignor") is the owner of the trademarks and trademark applications, and related goodwill, identified on Schedule A (hereinafter the "Assigned Marks"); and

WHEREAS, Clinical Care Targeted Communications Group, LLC, a New Jersey limited liability company located at 666 Plainsboro Road Plainsboro, NJ 08536 ("Assignee"), is desirous of acquiring the entire worldwide right, title and interest in and to the said trademarks, trademark applications and in and to any registrations, renewals, and extensions that may be granted thereon, together with all common law rights and the goodwill of the business connected therewith;

NOW THEREFORE, TO WHOM IT MAY CONCERN, be it known that for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by the Assignor, said Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, as of March 22, 2012, its entire rights, title, interest and related goodwill in and to the Assigned Marks, along with the right to sue for past infringement of the Assigned Marks.

Michael J Hennessy & Associates, Inc.

By: 

Name: Neil Glasser

Title: CFO

Date: March 22, 2012

SCHEDULE A

Trademarks	Serial Number
American Journal of Managed Markets	77487327
The American Journal of Pharmacy Benefits	77542321
Formulary Flash	77518049
Managed Healthcare 360°	85429996
Managed Healthcare 360°	85505249
Translating Evidence-Based Research into Value-Based Decisions	85547772
Translating Evidence-Based Research into Value-Based Decisions	85547768