

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
UBM IP Luxembourg Sarl		03/29/2012	CORPORATION: LUXEMBOURG

RECEIVING PARTY DATA	
Name:	CME LLC
Street Address:	2801 McGaw Avenue
City:	Irvine
State/Country:	CALIFORNIA
Postal Code:	92614
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 5		
Property Type	Number	Word Mark
Registration Number:	3808692	PSYCH CONGRESS ON-DEMAND
Registration Number:	3808693	PSYCH CONGRESS ON-DEMAND
Registration Number:	3839473	PSYCHIATRIC & MENTAL HEALTH INSTITUTE
Registration Number:	3839474	PSYCHIATRIC & MENTAL HEALTH INSTITUTE
Serial Number:	85392896	TREATING THE WHOLE PATIENT

CORRESPONDENCE DATA	
Fax Number:	(212)768-6800
Phone:	(212)768-5367
Email:	trademarks@snrdenton.com,ian.farias@snrdenton.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:	Monica B. Richman, SNR Denton US LLP
Address Line 1:	P.O. Box #061080
Address Line 4:	Chicago, ILLINOIS 60606-1080

ATTORNEY DOCKET NUMBER:	20001431-1980
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OP \$140.00 3808692

NAME OF SUBMITTER:	Monica B. Richman
Signature:	/monica b. richman/
Date:	03/29/2012
Total Attachments: 3 source=Luxembourg to CME - Deed of Assignment#page1.tif source=Luxembourg to CME - Deed of Assignment#page2.tif source=Luxembourg to CME - Deed of Assignment#page3.tif	

TRADEMARK ASSIGNMENT

This Assignment Agreement ("Assignment") is by and between UBM IP Luxembourg Sarl, a Luxembourg corporation, with a place of business at 17 Boulevard Prince Henri, L-1723 Luxembourg ("UBM IP"), and CME LLC, a Delaware limited liability company, with a place of business at 2801 McGaw Avenue, Irvine, California 92614 ("CME").

WHEREAS, UBM IP owns certain US Trademark Application(s) and Registration(s) as listed in Exhibit A attached hereto (the "Trademarks");

WHEREAS, UBM IP desires to transfer all rights, title and interest in and to the Trademarks to CME; and

WHEREAS, CME desires to acquire all of UBM IP's rights, title and interest in and to the Trademarks.

NOW, THEREFORE, in consideration of the foregoing, effective as of the last execution date of the Assignment, UBM IP does hereby irrevocably assign, grant and transfer to CME, its entire worldwide right, title and interest in and to the Trademarks, including all common law rights, along with the goodwill of the business symbolized by the Trademarks, the same to be held and enjoyed by CME for its own use and enjoyment and the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by UBM IP if this assignment had not been made, including the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment.

Upon CME's request, UBM IP will promptly take such actions (including, without limitation, the prompt execution and delivery of documents in recordable form or testifying as to any material fact or thing) as may be necessary to vest in and secure unto CME the full right, title and interest in and to the Trademarks and to protect and enforce the same.


UBM IP hereby authorizes the Commissioner of Patents and Trademarks of the United States, and any official of any other country empowered to issue trademarks, to record this Assignment, and to issue or transfer all said Trademarks to CME as owner of all right, title and interest therein, or otherwise as the CME may direct, in accordance with the terms of this Assignment.

UBM IP represents and warrants that UBM IP has the full right to convey the entire right, title and interest herein assigned, that there are no rights, title or interests outstanding inconsistent with the rights, title and interests assigned herein, and the UBM IP will not execute any instrument or grant or transfer any rights, title or interests inconsistent with the rights, title and interests assigned herein.

This Agreement may be executed in counterparts, and facsimile or PDF copies may substitute for original pages.

IN WITNESS WHEREOF, this Assignment has been executed by the parties on the day and year written below.

ASSIGNOR:
UBM IP Luxembourg Sarl

By: 
Name: **Paul de Haan**
Title: **Manager**
Date: 29/3/12

ASSIGNEE:
CME LLC

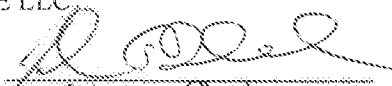
By: 
Name: Joshua Blank
Title: Assistant Secretary
Date: 3/29/12

Exhibit A

Country	Trademark	Registration No./ Application No.	Class(es)
USA	PSYCH CONGRESS ON-DEMAND	3808692	9
USA	PSYCH CONGRESS ON-DEMAND	3808693	41
USA	PSYCHIATRIC & MENTAL HEALTH INSTITUTE	3839473	44
USA	PSYCHIATRIC & MENTAL HEALTH INSTITUTE	3839474	41
USA	TREATING THE WHOLE PATIENT	85/392896	38, 41