

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Strategic Healthcare Group LLC		09/10/2012	LIMITED LIABILITY COMPANY: INDIANA

**RECEIVING PARTY DATA**

<b>Name:</b>	Strategic Healthcare Group LLC
<b>Street Address:</b>	1900 Sprint Road
<b>Internal Address:</b>	Suite 450
<b>City:</b>	Oak Brook
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60523
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 5**

Property Type	Number	Word Mark
Registration Number:	4015453	E4
Registration Number:	3922801	
Registration Number:	3888337	BLOOD MANAGEMENT UNIVERSITY
Registration Number:	3888336	BLOOD MANAGEMENT EXCHANGE
Registration Number:	3691240	BLOODSTAT

**CORRESPONDENCE DATA**

Fax Number: 2125453309  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 212.592.1576  
 Email: rbroder@herrick.com  
 Correspondent Name: Robert S. Broder  
 Address Line 1: 2 Park Avenue  
 Address Line 2: Herrick, Feinstein LLP

CH \$140.00 4015453

Address Line 4: New York, NEW YORK 10016

ATTORNEY DOCKET NUMBER: 15687-001

NAME OF SUBMITTER: Robert S. Broder

Signature: /rsb/

Date: 10/17/2012

Total Attachments: 2  
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**ASSIGNMENT OF INTELLECTUAL PROPERTY**

WHEREAS, Strategic Healthcare Group LLC., an Indiana Limited Liability Company and Timothy Hannon (collectively, "Assignor"), and Strategic Healthcare Group LLL (formerly, Mediware Clinical Systems, LLC), a Delaware limited liability company ("Assignee"), entered into that certain Asset Purchase Agreement, dated as of August 3, 2012 (the "Asset Purchase Agreement"), pursuant to which Assignor agreed to sell, transfer, convey and assign the Purchase Assets including the intellectual property set forth on Exhibit A hereto (the "Intellectual Property"), to Assignee, and Assignee agreed to accept the Intellectual Property; and

WHEREAS, all capitalized terms, if not defined herein, shall have the meaning or meanings assigned to them in the Asset Purchase Agreement.

NOW THEREFORE, for and in partial consideration of the payment by Assignee of the Purchase Price, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, transfer, convey and assign to Assignee the entire right, title and interest in and to the Intellectual Property, together with the goodwill of the business symbolized by the Intellectual Property, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this instrument and sale had not been made.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment by its proper officers thereunto duly authorized, this 10th day of September, 2012.

**STRATEGIC HEALTHCARE GROUP, LLC,**

An Indiana Limited Liability Company

By: 

Its: CEO

**TIMOTHY HANNON**



**TRADEMARK**

**REEL: 004883 FRAME: 0023**

**EXHIBIT A**  
**Intellectual Property Owned by Seller**

<u>Federal Trademarks</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
E4	4,015,453	August 23, 2011
BLOOD MANAGEMENT EXCHANGE	3,888,336	December 7, 2010
BLOOD MANAGEMENT UNIVERSITY	3,888,337	December 7, 2010
BLOODSTAT	3,691,240	October 6, 2009
Blood Drop Design	3,922,801	February 22, 2011

Unregistered Trademarks

Shield and Cross Design  
STRATEGIC BLOOD MANAGEMENT  
STRATEGIC HEALTHCARE GROUP  
BLOODSTAT ANALYTICS  
THE BLEEDING EDGE bulletin  
THE BLOODY TRUTH blog  
BLOODMANAGEMENT.COM

Patent Application

Method for Optimizing Blood Utilization; Pub. No.: US 2010/0106516 A1; Pub. Date: April 29, 2010;  
Appl. No.: 12/257,003; Investor: Timothy Hannon

Software

Versions of the Blood Management Portal, including BMA, BMX and BMU (Release 1, 10/2011;  
Release 2, 3/2012; Release 3, 5/2012)

Data Rights

Seller owns the rights to approximately seven million aggregated and de-identified records relating to blood management. Seller obtains data from its clients, some of which is protected health information. Raw data from clients is the property of each client, but Seller aggregates and de-identifies some client data, which data then remains the property of Seller.