

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	12/28/2009		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Creative Healthcare Solutions, LLC		11/15/2012	LIMITED LIABILITY COMPANY: OHIO
RECEIVING PARTY DATA			
Name:	Palio Communications, LLC		
Street Address:	500 Olde Worthington Road		
City:	Westerville		
State/Country:	OHIO		
Postal Code:	43082		
Entity Type:	LIMITED LIABILITY COMPANY: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2641121	NEVER BE FORGOTTEN	
CORRESPONDENCE DATA			
Fax Number:	6144642634		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(614) 462-5458		
Email:	trademarks@keglerbrown.com		
Correspondent Name:	Kegler Brown Hill & Ritter Co. - SCB		
Address Line 1:	65 East State Street		
Address Line 2:	Suite 1800		
Address Line 4:	Columbus, OHIO 43215		
ATTORNEY DOCKET NUMBER:	104601.17ASSGNMNTTOPALIO		
NAME OF SUBMITTER:	Stephen C. Barsotti		

CH \$40.00 2641121

Signature:	/SCB/
Date:	03/20/2013
Total Attachments: 3 source=CreativeToPalio#page1.tif source=CreativeToPalio#page2.tif source=CreativeToPalio#page3.tif	

## **ASSIGNMENT OF TRADEMARK**

This Assignment is made effective as of December 28, 2009, by and between Creative Healthcare Solutions, LLC, an Ohio limited liability company of 500 Olde Worthington Road, Westerville, Ohio 43082 (the "Assignor"), and Palio Communications, LLC, an Ohio limited liability company of 500 Olde Worthington Road, Westerville, Ohio 43082 (the "Assignee").

### **BACKGROUND:**

- A.** Creative Healthcare Solutions, LLC was a wholly owned subsidiary of inVentiv Communications, Inc. (an Ohio corporation) before it was dissolved effective December 31, 2009.
- B.** Assignor is the title owner of the trademark listed on the attached Schedule A, along with the goodwill associated with the mark (hereinafter the "Mark").
- C.** Palio Communications, LLC is a wholly owned subsidiary of inVentiv Communications, Inc. (an Ohio corporation), an affiliate of Assignor, and successor in interest to the business and goodwill associated with the Mark.
- D.** Assignee has acquired all right, title, and interest in the Mark, the goodwill symbolized by the Mark, and the registrations of the Mark, and desires to memorialize that assignment herein.

### **THE PARTIES AGREE AS FOLLOWS:**

Now, therefore, for good and valuable consideration received, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby memorializes the sale,

assignment, transfer, conveyance and delivery to Assignee of all of the Assignor's right, title and interest in and to the Mark as of the Effective Date, including all claims for past infringement and all causes of action with respect to or arising out of the use of the Mark, together with the goodwill associated with the Mark.

Assignor further covenants to execute, when requested, such additional instruments and documents as may be necessary or desirable to effectuate the purposes of this Assignment.


**IN WITNESS WHEREOF**, Assignor and Assignee have caused this Assignment to be executed as of the date first written above.


**CREATIVE HEALTHCARE  
SOLUTIONS, LLC**

**PALIO COMMUNICATIONS, LLC**

By: inVentiv Communications, Inc.,  
Its sole member

By: inVentiv Communications, Inc.,  
Its sole member

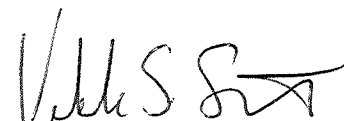

By:   
Name: Eric M. Sherbet  
Title: Vice President and Secretary

By:   
Name: Eric M. Sherbet  
Title: Vice President and Secretary

STATE OF MASSACHUSETTS :  
: SS  
COUNTY OF MIDDLESEX :

The foregoing instrument was acknowledged before me this 15<sup>th</sup> day of November, 2012, by Eric M. Sherbet, in his capacity as Vice President and Secretary for Creative Healthcare Solutions, LLC and Palio Communications, LLC.

[SEAL]

  
Notary Public  
My Commission Expires:  **VIKKI S. SOUTIERE**  
Notary Public  
Commonwealth of Massachusetts  
My Commission Expires 12/31/2017

## SCHEDULE A

Mark	Registration No.	Goods
NEVER BE FORGOTTEN	2,641,121	Class 35: Advertising agency, public relations and market research services; direct marketing advertising services for others; sales promotion services, namely promoting the goods and services of the healthcare and pharmaceutical industries through the rendering of sales promotion advice and the distribution of promotional materials; business marketing consulting services; providing information in the fields of public relations, business management and business marketing by means of a global computer network; market analysis; conducting business and market research surveys; conducting marketing studies.