

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
	The AlphaMed Company, Inc. d/b/a AlphaMed Press		04/17/2013
			Entity Type CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Society for Translational Oncology, Inc.		
Street Address:	318 Blackwell Street, Suite 270		
City:	Durham		
State/Country:	NORTH CAROLINA		
Postal Code:	27701		
Entity Type:	not-for-profit corporation: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	4241496	SOCIETY FOR TRANSLATIONAL ONCOLOGY
CORRESPONDENCE DATA			
Fax Number:	9194842070		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	919-484-2333		
Email:	trademarksrtp@wcsr.com		
Correspondent Name:	Mitchell A. Tuchman, Esq.		
Address Line 1:	PO Box 13069		
Address Line 2:	Womble Carlyle Sandridge & Rice, LLP		
Address Line 4:	Research Triangle Pk, NORTH CAROLINA 27709		
ATTORNEY DOCKET NUMBER:	60697.0002.9		
NAME OF SUBMITTER:	Mitchell A. Tuchman		
Signature:	/Mitchell A. Tuchman/		
Date:	04/18/2013		
Total Attachments: 1 source=STO Assignment 04-17-2013#page1.tif			

CH \$40.00 4241496

SERVICE MARK ASSIGNMENT

THIS SERVICE MARK ASSIGNMENT (this "Assignment") is from The AlphaMed Company, Inc., a North Carolina corporation doing business as AlphaMed Press, having a principal place of business at 318 Blackwell Street, Suite 260, Durham, North Carolina 27701 ("Assignor"), to Society for Translational Oncology, Inc., a North Carolina not-for-profit corporation having a principal place of business at 318 Blackwell Street, Suite 270, Durham, North Carolina 27701 ("Assignee").

RECITALS

WHEREAS, Assignor is the owner of all right, title and interest in and to the service mark SOCIETY FOR TRANSLATIONAL ONCOLOGY and all related United States service mark applications and registrations, including any and all renewals and extensions thereof ("the Mark");

WHEREAS, Assignor desires to assign to Assignee all right, title and interest in and to the Mark, together with any and all goodwill of the business associated with the Mark (the "Goodwill");

WHEREAS, Assignee desires to acquire the Mark and the Goodwill; and

WHEREAS, Assignor and Assignee desire to confirm of record such assignment;

NOW, THEREFORE, in consideration of the foregoing recitals, incorporated herein by reference, ten U.S. dollars (\$10.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by the parties, Assignor and Assignee hereby agree as follows:

1. Assignment. Assignor shall and hereby does assign, transfer and convey to Assignee all right, title and interest in and to the Mark together with (i) the Goodwill and (ii) all causes of action, claims and demands arising from any infringement, including past infringements, of the Mark.

2. Further Assurances. Assignor shall without further consideration (but at no out-of-pocket expense) perform such other lawful acts and execute such additional lawful documents as Assignee may reasonably request from time to time to fully effect this Assignment and to permit Assignee to be duly recorded as the registered owner of the Mark and all other rights conveyed hereby.

3. Grant Back. Notwithstanding any other provision of this Assignment to the contrary, Assignee shall, and hereby does, grant back to Assignor an exclusive, worldwide, royalty-free, perpetual license to use the Mark in connection with Assignor's publication, distribution, display, offering for sale, sale and promotion of any and all editions of that certain scholarly journal entitled *The Oncologist*.

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed by their respective authorized officers.

THE ALPHAMED COMPANY, INC.

By: Ann Murphy

Name: Ann Murphy, Ph.D.

Title: President

Date: April 17, 2013

SOCIETY FOR TRANSLATIONAL ONCOLOGY, INC.

By: Gabby Cruze

Name: Gabby Cruze

Title: Executive Director

Date: April 17, 2013