

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Security Agreement

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Kramers StayWell, LLC		05/20/2013	LIMITED LIABILITY COMPANY: DELAWARE
STAYWELL CUSTOM COMMUNICATIONS LLC		05/20/2013	LIMITED LIABILITY COMPANY: DELAWARE
MEDIMEDIA USA, INC.		05/20/2013	CORPORATION: DELAWARE
STAYWELL HEALTH MANAGEMENT, LLC		05/20/2013	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Goldman Sachs Lending Partners LLC, as Second Lien Collateral Agent
<b>Street Address:</b>	30 HUDSON STREET, 17TH FLOOR
<b>City:</b>	JERSEY CITY
<b>State/Country:</b>	NEW JERSEY
<b>Postal Code:</b>	07302
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 85**

Property Type	Number	Word Mark
Registration Number:	3015222	HEALTHCLICKS
Registration Number:	2766276	REGARDING HEALTH OUTBOUND
Registration Number:	2662938	HEALTHY DECISIONS
Registration Number:	2636752	HEALTH NEWSLETTERS DIRECT
Registration Number:	2596207	HEALTH BRIEFS
Registration Number:	2595108	ABOUT YOUR HEALTH
Registration Number:	2863019	WOMEN'S FOCUS ON HEALTH
Registration Number:	2532518	WEBVERSION COMPANION
Registration Number:	2363966	REGARDING WOMEN & HEALTHCARE
Registration Number:	2323645	HEALTH ON TARGET

OP \$2140.00 3015222

Registration Number:	2299105	REGARDING CHILDREN
Registration Number:	2281819	HEALTHY DECISIONS FOR WOMEN
Registration Number:	2497456	MAKE HEALTH HAPPEN
Registration Number:	2346685	REGARDING HEALTH
Registration Number:	2171885	ACTIVE & HEALTHY
Registration Number:	1953891	HEALTHY DECISIONS
Registration Number:	2906038	FOR YOUR WELL-BEING
Registration Number:	2876434	BENEFITS MANAGEMENT BRIEFS
Registration Number:	2407558	GROWING UP HEALTHY
Registration Number:	2026103	HEALTHY NOW
Registration Number:	1922917	STARTING OUT HEALTHY
Registration Number:	1841833	BEST OF HEALTH
Registration Number:	1770040	HEALTH & YOU
Registration Number:	1772971	HEALTHFACTOR
Registration Number:	2181055	HEALTHY VIEWS
Registration Number:	2281820	IN TOUCH WITH HEALTH
Registration Number:	3330716	RECORD WRITER
Registration Number:	3197695	STAYWELL INFORMATION THERAPY
Serial Number:	78488349	STAYWELL PRESCRIPTIONS
Registration Number:	3694162	STAYWELL @ WORK
Registration Number:	3091266	FASTGUIDES
Registration Number:	3104648	STAYWELL SOLUTIONS
Registration Number:	3104647	STAYWELL SOLUTIONS
Registration Number:	3174746	STAYWELL SOLUTIONS
Registration Number:	3121420	STAYWELL SOLUTIONS
Registration Number:	2769349	NEXTSTEPS
Registration Number:	1637931	HEALTHPATH
Registration Number:	2848241	SOUL JOURNEY
Registration Number:	2651880	MOVE TO IMPROVE
Registration Number:	1189585	STAYWELL
Registration Number:	2115345	HEALTHSHARE
Registration Number:	2081079	WELL ADVISED
Registration Number:	2651879	STEP IT UP!
Registration Number:	2069398	HEALTHSTEP
Registration Number:	2049135	HEALTHPATH

**TRADEMARK**

**REEL: 005050 FRAME: 0350**

	2659107	JUST A MINUTE
Registration Number:	2335587	KRAMES ON-DEMAND
Registration Number:	2235949	CHANGING BEHAVIOR CHANGING LIVES
Registration Number:	1889656	HEALTHSTEP
Registration Number:	2683056	EAT FOR THE HEALTH OF IT
Registration Number:	2063073	FOCUSED INTERVENTION
Registration Number:	1904147	HEALTHSTEP
Registration Number:	2366379	STAYWELL ONLINE
Registration Number:	2043710	WELLTIMES
Registration Number:	2558603	KRAMES
Serial Number:	85699410	KRAMES STAYWELL CONNECT
Serial Number:	85095119	KRAMES STREAMED
Registration Number:	3259095	AIM
Registration Number:	3245312	AIM FOR HEALTH
Registration Number:	3426519	EXIT-WRITER
Registration Number:	3258042	HEALTHGUIDE
Registration Number:	2781806	INFORMATION PRESCRIPTION
Registration Number:	3773017	KRAMES GO-TO-GUIDE FOR LIVING WELL WITH
Registration Number:	3773018	KRAMES GO-TO-GUIDE FOR LIVING WELL WITH
Registration Number:	3773019	KRAMES GO-TO-GUIDE FOR LIVING WELL WITH
Registration Number:	3773020	KRAMES GO-TO-GUIDE FOR LIVING WELL WITH
Registration Number:	3854587	KRAMES GO-TO-GUIDE FOR LIVING WELL WITH
Registration Number:	3871408	KRAMES GO-TO-GUIDES
Registration Number:	3769209	KRAMES GO-TO-GUIDES MULTIMEDIA SELF-CARE
Registration Number:	3992500	KRAMES HEALTHY CONNECTIONS
Registration Number:	3320520	KRAMES INFORMATION THERAPY
Registration Number:	3961045	KRAMES ONLINE
Registration Number:	3911893	KRAMES PATIENT CONSENT
Registration Number:	3961053	KRAMES PATIENT EDUCATION
Registration Number:	3895184	KRAMES WEBCONNECT
Registration Number:	3958892	REACH YOUR PEAK
Registration Number:	3768613	STAYWELL CHOICE
Registration Number:	3807839	STAYWELL CHOICE
Registration Number:	3811571	TIME OUT FOR HEALTH
Registration Number:	2729335	WIRED.MD

TRADEMARK

REEL: 005050 FRAME: 0351

	3909092	WRAPPING UP WELLNESS
Registration Number:	3859431	MEDIMEDIA
Registration Number:	3168371	STAYWELL PRODUCTIONS
Registration Number:	4130629	STAYWELL
Serial Number:	85114174	STAYWELL STARTWELL

**CORRESPONDENCE DATA**

Fax Number: 8668265420  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: 301-638-0511  
Email: ipresearchplus@comcast.net  
Correspondent Name: IP Research Plus, Inc.  
Address Line 1: 21 Tadcaster Circle  
Address Line 2: attn: Penelope J.A. Agodoa  
Address Line 4: Waldorf, MARYLAND 20602

ATTORNEY DOCKET NUMBER:	CRS1-38778
NAME OF SUBMITTER:	Penelope J.A. Agodoa
Signature:	/pja/
Date:	06/17/2013

Total Attachments: 14  
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### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

#### 1. Name of conveying party(ies):

Krames StayWell, LLC

- Individual(s)
- General Partnership
- Corporation- State: \_\_\_\_\_
- Other LLC
- Association
- Limited Partnership

Citizenship (see guidelines) DE

Additional names of conveying parties attached?  Yes  No

#### 3. Nature of conveyance /Execution Date(s) :

Execution Date(s) MAY 20, 2013

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

#### 2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: GOLDMAN SACHS LENDING PARTNERS LLC, AS SECOND LIEN COLLATERAL AGENT

Internal

Address: \_\_\_\_\_

Street Address: 30 HUDSON STREET, 17TH FLOOR

City: JERSEY CITY

State: NJ

Country: USA Zip: 07302

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other LLC

Citizenship \_\_\_\_\_  
If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

#### 4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

PLEASE SEE ATTACHED

B. Trademark Registration No.(s)

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

#### 5. Name & address of party to whom correspondence concerning document should be mailed:

Name: IP Research Plus

Internal Address: \_\_\_\_\_

Attn: Penelope J.A. Agodoa

Street Address: \_\_\_\_\_

21 Tadcaster Circle

City: Waldorf

State: MD

Zip: 20602

Phone Number: 301-638-0511

Fax Number: 866-826-5420

Email Address: orders@ipresearchplus.com

#### 6. Total number of applications and registrations involved:

86

#### 7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

#### 8. Payment Information:

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number \_\_\_\_\_  
Authorized User Name \_\_\_\_\_

#### 9. Signature:

  
Signature

5/31/2013

Date

MATTHEW D'AURIA

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

14

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

**ADDITIONAL CONVEYING PARTIES**

STAYWELL CUSTOM COMMUNICATIONS LLC  
780 TOWNSHIP LINE ROAD  
YARDLEY, PA 19067  
LLC - DE

MEDIMEDIA USA, INC.  
350 STARKE RD  
CARLSTADT, NJ 07072  
CORPORATION - DE

STAYWELL HEALTH MANAGEMENT, LLC  
3000 AMES CROSSING RD.  
SUITE 100  
ST. PAUL, MN 55121  
DE - LLC

SHORT FORM TRADEMARK SECURITY AGREEMENT

SECOND LIEN TRADEMARK SECURITY AGREEMENT (this "Second Lien Trademark Security Agreement"), dated as of May 20, 2013, is executed by each of the signatories identified on the signature pages hereto as "Grantors" (the "Grantors"), in favor of GOLDMAN SACHS LENDING PARTNERS LLC, as Collateral Agent (in such capacity, the "Second Lien Collateral Agent") for the Secured Parties (as defined in the Credit and Guaranty Agreement referred to below).

**WITNESSETH:**

WHEREAS, pursuant to the second lien Credit and Guaranty Agreement dated as of May 20, 2013 (as amended, supplemented or otherwise modified from time to time, the "Second Lien Credit and Guaranty Agreement"), among MEDIMEDIA USA, INC. (the "Borrower"), STAYWELL CUSTOM COMMUNICATIONS, LLC and KRAMES STAYWELL, LLC (collectively, the "Co-Borrowers"), MMUSA ACQUISITION CORP. and CERTAIN SUBSIDIARIES OF THE BORROWER, as Guarantors, the Lenders parties thereto, GOLDMAN SACHS LENDING PARTNERS LLC, as Administrative Agent and Collateral Agent, and WELLS FARGO BANK, NATIONAL ASSOCIATION, as Syndication Agent, the Lenders have severally agreed to make extensions of credit to the Borrower and the Co-Borrowers upon the terms and subject to the conditions set forth in the Second Lien Credit and Guaranty Agreement;

WHEREAS, it is a condition precedent to the obligation of the Lenders to make their respective extensions of credit to Borrower and the Co-Borrowers under the Second Lien Credit and Guaranty Agreement that the Grantors shall have executed and delivered to the Administrative Agent, a Pledge and Security Agreement, in favor of the Second Lien Collateral Agent (the "Second Lien Security Agreement") to guarantee the Obligations; and

WHEREAS, the Grantors are required to execute and deliver this Second Lien Trademark Security Agreement pursuant to the Second Lien Security Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Administrative Agent and the Lenders to enter into the Second Lien Credit and Guaranty Agreement and to induce the Lenders to make their respective extensions of credit to the Borrower and the Co-Borrowers thereunder, each Grantor hereby agrees with the Second Lien Collateral Agent, for the benefit of the Secured Parties, as follows:

**Section 1. Defined Terms**

Unless otherwise defined herein, terms used herein have the meanings given to them in the Second Lien Security Agreement or Second Lien Credit and Guaranty Agreement, as applicable.

## **Section 2. Grant of Security Interest in Trademark Collateral**

Each Grantor hereby grants to the Second Lien Collateral Agent, for the benefit of the Secured Parties, a security interest in all of the following property (other than Excluded Assets) now owned or at any time hereafter acquired by such Grantor or in which such Grantor now has or at any time in the future may acquire any right, title or interest; provided, however, that the foregoing grant does not include (i) rights granted to any Grantor under any legally enforceable license agreement to the extent such agreement does not permit the relevant Grantor(s) to grant a security interest in such rights, or (ii) any United States intent-to-use trademark application to the extent that, and solely during the period in which, the grant of a security interest therein would impair the validity or enforceability of such intent-to-use trademark application under applicable federal law (collectively, the “Trademark Collateral”), as collateral security for the prompt and complete payment and performance when due (whether at the stated maturity, by acceleration or otherwise) of the Secured Obligations (as defined in the Second Lien Security Agreement) of such Grantor:

- (a) all of its Trademarks included in the Collateral, including, without limitation, those referred to on Schedule 1 hereto;
- (b) all renewals and extensions of the foregoing;
- (c) all goodwill of the business connected with the use of each such Trademark; and
- (d) to the extent not otherwise included, all Proceeds of any and all of the foregoing.

## **Section 3. Security Agreement**

The security interest granted pursuant to this Second Lien Trademark Security Agreement is granted in conjunction with the security interest granted to the Second Lien Collateral Agent pursuant to the Second Lien Security Agreement and each Grantor hereby acknowledges and affirms that the rights and remedies of the Second Lien Collateral Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Second Lien Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event of a conflict between the Second Lien Security Agreement and this Second Lien Trademark Security Agreement, the terms of the Second Lien Security Agreement shall control.



#### **Section 4. Grantor Remains Liable**

Each Grantor hereby agrees that, anything herein to the contrary notwithstanding, such Grantor shall remain liable and assume full and complete responsibility for the prosecution, defense, enforcement or any other necessary or desirable actions in connection with the Trademark Collateral.

#### **Section 5. Counterparts**

This Second Lien Trademark Security Agreement may be executed by one or more of the parties hereto in any number of separate counterparts (including by telecopy), and all of said counterparts taken together shall be deemed to constitute one and the same instrument.

#### **Section 6. Governing Law**

This Second Lien Trademark Security Agreement and the rights and obligations of the parties hereto shall be governed by, and shall be construed and enforced in accordance with, the law of the State of New York without regard to conflict of laws principles thereof.

#### **Section 7. Intercreditor Agreement**

Notwithstanding anything herein to the contrary, the lien and security interest granted to the Second Lien Collateral Agent pursuant to this Second Lien Patent Security Agreement and the exercise of any right or remedy by the Second Lien Collateral Agent hereunder are subject to the provisions of the Intercreditor Agreement, dated as of May 20, 2013 (as amended, restated, supplemented, modified, extended, renewed or replaced, from time to time, the "Intercreditor Agreement"), among MediMedia USA, Inc., Goldman Sachs Lending Partners LLC, as First Lien Collateral Agent and Goldman Sachs Lending Partners LLC, as Second Lien Collateral Agent and certain other persons party or that may become party thereto from time to time. In the event of any conflict between the terms of the Intercreditor Agreement and this Second Lien Patent Security Agreement, the terms of the Intercreditor Agreement shall govern and control.

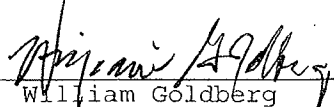
[SIGNATURE PAGES FOLLOW]

IN WITNESS WHEREOF, each Grantor has caused this Second Lien Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

Very truly yours,

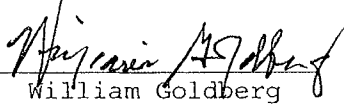
MEDIMEDIA USA, INC., as a Grantor

By

  
Name: William Goldberg  
Title: Chief Executive Officer

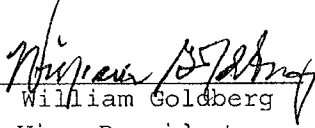
STAYWELL CUSTOM  
COMMUNICATIONS LLC, as a Grantor

By

  
Name: William Goldberg  
Title: Senior Vice President

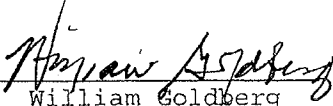
KRAMES STAYWELL, LLC, as a Grantor

By

  
Name: William Goldberg  
Title: Vice President

STAYWELL HEALTH MANAGEMENT,  
LLC, as a Grantor

By

  
Name: William Goldberg  
Title: Chief Executive Officer

[[3406061]]

ACKNOWLEDGED AND AGREED  
as of the date first above written:

GOLDMAN SACHS LENDING PARTNERS LLC,  
as Collateral Agent

By: Charles D. Johnston  
Name: Charles D. Johnston  
Title Authorized Signatory

**SCHEDULE I  
TO  
SECOND LIEN TRADEMARK SECURITY AGREEMENT**

*Trademark Registrations*

A. TRADEMARKS

<b>Trade Mark</b>	<b>Registrant (Applicant)</b>	<b>Current Owner</b>	<b>Registration No. (Application No.)</b>	<b>Registration Date (Application Date)</b>	<b>Expiry Date</b>	<b>Status</b>
HEALTHCLICKS	Health Newsletters Direct, LLC	StayWell Custom Communications, LLC	3015222	15 Nov 2005	15 Nov 2015	Registered
REGARDING HEALTH OUTBOUND	Health Newsletters Direct, LLC	StayWell Custom Communications, LLC	2766276	23 Sept 2003	23 Sept 2013	Registered
HEALTHY DECISIONS	Health Newsletters Direct, LLC	StayWell Custom Communications, LLC	2662938	17 Dec 2002	17 Dec 2022	Registered
HEALTH NEWSLETTERS DIRECT & DESIGN	Health Newsletters Direct, LLC	StayWell Custom Communications, LLC	2636752	15 Oct 2002	15 Oct 2012	Registered <b>(Note: Instructions to Abandon Received – Renewal Grace Period Ends on 15 Apr 2013)</b>
HEALTH BRIEFS	Health Newsletters Direct, LLC	StayWell Custom Communications, LLC	2596207	16 Jul 2002	16 Jul 2022	Registered
ABOUT YOUR HEALTH	Health Newsletters Direct, LLC	StayWell Custom Communications, LLC	2595108	16 Jul 2002	16 Jul 2022	Registered
WOMEN'S FOCUS ON HEALTH	Health Newsletters Direct, LLC	StayWell Custom Communications, LLC	2863019	13 Jul 2004	13 Jul 2014	Registered
WEBVERSION COMPANION	Health Newsletters Direct, LLC	StayWell Custom Communications, LLC	2532518	22 Jan 2002	22 Jan 2022	Registered

Trade Mark	Registrant (Applicant)	Current Owner	Registration No. (Application No.)	Registration Date (Application Date)	Expiry Date	Status
REGARDING WOMEN & HEALTHCARE	Health Newsletters Direct, LLC	StayWell Custom Communications, LLC	2363966	4 Jul 2000	4 Jul 2020	Registered
HEALTH ON TARGET	Health Newsletters Direct, LLC	StayWell Custom Communications, LLC	2323645	29 Feb 2000	29 Feb 2020	Registered
REGARDING CHILDREN	Health Newsletters Direct, LLC	StayWell Custom Communications, LLC	2299105	7 Dec 1999	7 Dec 2019	Registered
HEALTHY DECISIONS FOR WOMEN	Health Newsletters Direct, LLC	StayWell Custom Communications, LLC	2281819	28 Sept 1999	28 Sept 2019	Registered
MAKE HEALTH HAPPEN	Health Newsletters Direct, LLC	StayWell Custom Communications, LLC	2497456	16 Oct 2001	16 Oct 2021	Registered
REGARDING HEALTH	Health Newsletters Direct, LLC	StayWell Custom Communications, LLC	2346685	2 May 2000	2 May 2020	Registered
ACTIVE & HEALTHY	Health Newsletters Direct, LLC	StayWell Custom Communications, LLC	2171885	7 Jul 1998	7 Jul 2018	Registered
HEALTHY DECISIONS	Health Newsletters Direct, LLC	StayWell Custom Communications, LLC	1953891	6 Feb 1996	6 Feb 2016	Registered
FOR YOUR WELL-BEING	Health Ink, LLC	StayWell Custom Communications, LLC	2906038	30 Nov 2004	30 Nov 2014	Registered
BENEFITS MANAGEMENT BRIEFS	Health Ink, LLC	StayWell Custom Communications, LLC	2876434	24 Aug 2004	24 Aug 2014	Registered
GROWING UP HEALTHY	Health Ink, LLC	StayWell Custom Communications, LLC	2407558	28 Nov 2000	28 Nov 2020	Registered
HEALTHY NOW	Health Ink, LLC	StayWell Custom Communications, LLC	2026103	24 Dec 1996	24 Dec 2016	Registered
STARTING OUT HEALTHY	Health Ink, LLC	StayWell Custom Communications, LLC	1922917	26 Sept 1995	26 Sept 2015	Registered
BEST OF HEALTH	Health Ink, LLC	StayWell Custom Communications, LLC	1841833	28 Jun 1994	28 Jun 2014	Registered
HEALTH & YOU	Health Ink, LLC	StayWell Custom Communications, LLC	1770040	11 May 1993	11 May 2013	Registered
HEALTHFACTOR (STYLIZED)	Health Ink, LLC	StayWell Custom Communications, LLC	1772971	25 May 1993	25 May 2013	Registered

Trade Mark	Registrant (Applicant)	Current Owner	Registration No. (Application No.)	Registration Date (Application Date)	Expiry Date	Status
HEALTHY VIEWS	Health Ink, LLC	StayWell Custom Communications, LLC	2181055	11 Aug 1998	11 Aug 2018	Registered
IN TOUCH WITH HEALTH	Health Newsletters Direct LLC	StayWell Custom Communications, LLC	2281820	28 Sept 1999	28 Sept 2019	Registered
RECORD WRITER	The StayWell Company	Krames StayWell, LLC	3330716	06 Nov 2007	06 Nov 2013	Registered
STAYWELL INFORMATION THERAPY	The StayWell Company	Krames StayWell, LLC	3197695	09 Jan 2007	09 Jan 2017	Registered
STAYWELL PRESCRIPTIONS	(The StayWell Company)		(78488349)	(23 Sept 2004)		Pending
STAYWELL @ WORK	The StayWell Company	StayWell Health Management, LLC	3694162	06 Oct 2009	06 Oct 2015	Registered
FASTGUIDES	The StayWell Company	Krames StayWell, LLC	3091266	9 May 2006	9 May 2016	Registered
STAYWELL SOLUTIONS	The StayWell Company	Krames StayWell, LLC	3104648	13 Jun 2006	13 Jun 2016	Registered
STAYWELL SOLUTIONS	The StayWell Company	Krames StayWell, LLC	3104647	13 Jun 2006	13 Jun 2016	Registered
STAYWELL SOLUTIONS	The StayWell Company	Krames StayWell, LLC	3174746	21 Nov 2006	21 Nov 2016	Registered
STAYWELL SOLUTIONS	The StayWell smarCompany	Krames StayWell, LLC	3121420	25 Jul 2006	25 Jul 2016	Registered
NEXTSTEPS	The StayWell Company	StayWell Health Management, LLC	2769349	30 Sept 2003	30 Sept 2013	Registered
(DESIGN ONLY)	StayWell Health Management Services Inc	Krames StayWell, LLC	22250	18 Apr 1994	18 Apr 2014	Registered
HEALTHPATH	StayWell Health Management Systems, Inc	Staywell Health Management, LLC	1637931	12 Mar 1991	12 Mar 2021	Registered
SOUL JOURNEY	The StayWell Company	StayWell Health Management, LLC	2848241	1 Jun 2004	1 Jun 2014	Registered

Trade Mark	Registrant (Applicant)	Current Owner	Registration No. (Application No.)	Registration Date (Application Date)	Expiry Date	Status
MOVE TO IMPROVE	The StayWell Company	StayWell Health Management, LLC	2651880	19 Nov 2002	19 Nov 2022	Registered
STAYWELL	The StayWell Company	StayWell Health Management, LLC	1189585	9 Feb 1982	9 Feb 2022	Registered
HEALTHSHARE	StayWell Health Management Systems, Inc	StayWell Health Management, LLC	2115345	25 Nov 1997	25 Nov 2017	Registered
WELL ADVISED	Mosby-Year Book, Inc	Krames StayWell, LLC	2081079	22 Jul 1997	22 Jul 2017	Registered
STEP IT UP!	The StayWell Company	StayWell Health Management, LLC	2651879	19 Nov 2002	19 Nov 2022	Registered
HEALTHSTEP	StayWell Health Management Systems, Inc	StayWell Health Management, LLC	2069398	10 Jun 1997	10 Jun 2017	Registered
HEALTHPATH	StayWell Health Management Systems, Inc	StayWell Health Management, LLC	2049135	1 Apr 1997	1 Apr 2017	Registered
JUST A MINUTE	The StayWell Company	StayWell Health Management, LLC	2659107	10 Dec 2002	10 Dec 2022	Registered
KRAMES ON-DEMAND	The StayWell Company	Krames StayWell, LLC	2335587	28 Mar 2000	28 Mar 2020	Registered
CHANGING BEHAVIOR CHANGING LIVES	The StayWell Company	StayWell Health Management, LLC	2235949	30 Mar 1999	30 Mar 2019	Registered
HEALTHSTEP	StayWell Health Management Systems, Inc	StayWell Health Management, LLC	1889656	18 Apr 1995	18 Apr 2015	Registered
EAT FOR THE HEALTH OF IT	The StayWell Company	StayWell Health Management, LLC	2683056	4 Feb 2003	4 Feb 2023	Registered
FOCUSED INTERVENTION	StayWell Health Management Systems, Inc	StayWell Health Management, LLC	2063073	20 May 1997	20 May 2017	Registered

Trade Mark	Registrant (Applicant)	Current Owner	Registration No. (Application No.)	Registration Date (Application Date)	Expiry Date	Status
HEALTHSTEP & DESIGN	StayWell Health Management Systems, Inc	StayWell Health Management, LLC	1904147	11 Jul 1995	11 Jul 2015	Registered
STAYWELL ONLINE	The StayWell Company	StayWell Health Management, LLC	2366379	11 Jul 2000	11 Jul 2020	Registered
WELLTIMES	StayWell Health Management Systems, Inc	Krames StayWell, LLC	2043710	11 Mar 1997	11 Mar 2017	Registered
KRAMES	The StayWell Company	Krames StayWell, LLC	2558603	09 Apr 2002	09 Apr 2022	Registered
KRAMES STAYWELL CONNECT	Krames StayWell, LLC		85699410	09 Aug 2012	N/A	Pending
KRAMES STREAMED	The StayWell Company, LLC	Krames StayWell, LLC	85095119	28 Jul 2010	N/A	Pending
AIM	Lifemasters Supported Selfcare, Inc.	StayWell Health Management, LLC	3259095	03 Jul 2007	03 Jul 2013	Registered
AIM FOR HEALTH	Lifemasters Supported Selfcare, Inc.	StayWell Health Management, LLC	3245312	22 May 2007	22 May 2013	Registered
EXIT-WRITER	The StayWell Company	Krame StayWell, LLC	3426519	13 May 2008	13 May 2014	Registered
HEALTHGUIDE	The StayWell Company	StayWell Health Management, LLC	3258042	03 Jul 2007	03 Jul 2013	Registered
INFORMATION PRESCRIPTION	Wired.MD, Inc.	Krames StayWell, LLC	2781806	11 Nov 2003	11 Nov 2013	Registered
KRAMES GO-TO-GUIDE FOR LIVING WELL WITH ASTHMA	The StayWell Company	Krames StayWell, LLC	3773017	06 Apr 2010	06 Apr 2016	Registered
KRAMES GO-TO-GUIDE FOR LIVING WELL WITH COPD	The StayWell Company	Krames StayWell, LLC	3773018	06 Apr 2010	06 Apr 2016	Registered
KRAMES GO-TO-GUIDE FOR LIVING WELL WITH HEART DISEASE	The StayWell Company	Krames StayWell, LLC	3773019	06 Apr 2010	06 Apr 2016	Registered



Trade Mark	Registrant (Applicant)	Current Owner	Registration No. (Application No.)	Registration Date (Application Date)	Expiry Date	Status
KRAMES GO-TO-GUIDE FOR LIVING WELL WITH HEART FAILURE	The StayWell Company	Krames StayWell, LLC	3773020	06 Apr 2010	06 Apr 2016	Registered
KRAMES GO-TO-GUIDE FOR LIVING WELL WITH TYPE 2 DIABETES	The StayWell Company	Krames StayWell, LLC	3854587	28 Sep 2010	28 Sep 2016	Registered
KRAMES GO-TO-GUIDES	The StayWell Company, LLC	Krames StayWell, LLC	3871408	02 Nov 2010	02 Nov 2016	Registered
KRAMES GO-TO-GUIDES MULTIMEDIA SELF-CARE WORKBOOKS	The StayWell Company	Krames StayWell, LLC	3769209	30 Mar 2010	30 Mar 2016	Registered
KRAMES HEALTHY CONNECTIONS	The StayWell Company, LLC	Krames StayWell, LLC	3992500	12 Jul 2011	12 Jul 2017	Registered
KRAMES INFORMATION THERAPY	The StayWell Company	Krames StayWell, LLC	3320520	23 Oct 2007	23 Oct 2017	Registered
KRAMES ONLINE	The StayWell Company, LLC	Krames StayWell, LLC	3961045	17 May 2011	17 May 2017	Registered
KRAMES PATIENT CONSENT	The StayWell Company, LLC	Krames StayWell, LLC	3911893	25 Jan 2011	25 Jan 2017	Registered
KRAMES PATIENT EDUCATION	The StayWell Company, LLC	Krames StayWell, LLC	3961053	17 May 2011	17 May 2017	Registered
KRAMES WEBCONNECT	The StayWell Company	Krames StayWell, LLC	3895184	21 Dec 2010	21 Dec 2016	Registered
REACH YOUR PEAK	The StayWell Company	StayWell Health Management, LLC	3958892	10 May 2011	10 May 2017	Registered
STAYWELL CHOICE	The StayWell Company	StayWell Health Management, LLC	3768613	30 Mar 2010	30 Mar 2016	Registered
STAYWELL CHOICE & DESIGN	The StayWell Company, LLC	StayWell Health Management, LLC	3807839	22 Jun 2010	22 Jun 2016	Registered
TIME OUT FOR HEALTH	The StayWell Company, LLC	StayWell Health Management, LLC	3811571	29 Jun 2010	29 Jun 2016	Registered
WIRED.MD	wired.MD	Krames StayWell, LLC	2729335	24 Jun 2003	24 Jun 2013	Registered

Trade Mark	Registrant (Applicant)	Current Owner	Registration No. (Application No.)	Registration Date (Application Date)	Expiry Date	Status
WRAPPING UP WELLNESS	The StayWell Company	StayWell Health Management, LLC	3909092	18 Jan 2011	18 Jan 2017	Registered
MEDIMEDIA	MediMedia USA, Inc.	MediMedia USA, Inc.	3859431	12 Oct 2010	12 Oct 2016	Registered
STAYWELL PRODUCTIONS	The StayWell Company	MediMedia USA, Inc.	3168371	07 Nov 2006	07 Nov 2016	Registered
STAYWELL	StayWell Health Management, LLC	StayWell Health Management, LLC	4130629	24 Apr 2012	24 Apr 2018	Registered
STAYWELL STARTWELL	StayWell Custom Communications, LLC	StayWell Custom Communications, LLC	85114174	24 Aug 2010		Pending

B. TRADEMARK APPLICATIONS

None.