

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
	Edfinancial Services, LLC		08/14/2013
			LIMITED LIABILITY COMPANY: NEVADA
RECEIVING PARTY DATA			
Name:	Medfinancial, LLC		
Street Address:	298 N. Seven Oaks Drive		
City:	Knoxville		
State/Country:	TENNESSEE		
Postal Code:	37922		
Entity Type:	LIMITED LIABILITY COMPANY: TENNESSEE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	4099538	MEDFINANCIAL
CORRESPONDENCE DATA			
Fax Number:	6157420410		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	615-742-7944		
Email:	trademarks@bassberry.com		
Correspondent Name:	Robert L. Brewer and Martha B. Allard		
Address Line 1:	150 3rd Avenue South		
Address Line 2:	Suite 2800		
Address Line 4:	Nashville, TENNESSEE 37201		
ATTORNEY DOCKET NUMBER:	115531-175		
NAME OF SUBMITTER:	Martha B. Allard		
Signature:	/Martha B. Allard/		
Date:	09/24/2013		
Total Attachments: 1 source=assignment#page1.tif			

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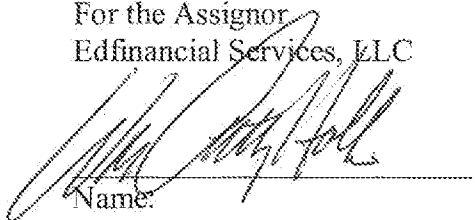
THIS TRADEMARK ASSIGNMENT is made this 14<sup>th</sup> day of August, 2013, by and between Edfinancial Services, LLC, a Nevada limited liability company, having its principal place of business at 298 N. Seven Oaks Drive, Knoxville, TN 37922 (the "Assignor") and Medfinancial, LLC, a Tennessee limited liability company, having its principal place of business at 298 N. Seven Oaks Drive, Knoxville, TN 37922 (the "Assignee").

WHEREAS, Assignor owns all right, title and interest to the trademark MEDFINANCIAL for use with "customer service in the field of health care; management and operation of telephone call centers for others; consumer survey services, namely, customer survey design and implementation; developing and providing campaigns to promote public awareness of consumer issues in the field of healthcare through increased consumer education; consulting services in the field of healthcare education, namely, identifying educational needs and developing education program content for consumers in the field of healthcare; and web site development for others in the field of health care websites; information technology consultation for health care providers and consumers" (U.S. Reg. No. 4,099,538) (the "Trademark"); and

WHEREAS, the Assignor desires to assign all right, title and interest to the Trademark to Assignee,

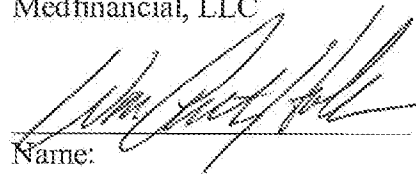
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee, its successors, assigns and legal representatives, the entire, full and exclusive right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the registration therefor, and the right (but not the obligation) to assert the Trademark and to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

For the Assignor  
Edfinancial Services, LLC



Name: \_\_\_\_\_  
Date: **Wm. Anthony Hollin**  
**President**

For the Assignee  
Medfinancial, LLC



Name: \_\_\_\_\_  
Date: **Wm. Anthony Hollin**  
**President**

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