

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM300385

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
R.A. Rapaport Publishing, Inc.		01/03/2014	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Madavor Media, LLC		
<b>Street Address:</b>	85 Quincy Avenue Suite B		
<b>City:</b>	Quincy		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	02169		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2753168	PRACTICAL DIABETOLOGY	
<b>Registration Number:</b>	2335764	PRACTICAL DIABETOLOGY	
<b>Registration Number:</b>	2823144	DIABETES SELF-MANAGEMENT	
<b>Registration Number:</b>	1778895	DIABETES SELF-MANAGEMENT	
<b>Registration Number:</b>	2844691	ARTHRITIS SELF-MANAGEMENT	
<b>Registration Number:</b>	2537015	ARTHRITIS SELF-MANAGEMENT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6177375020		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Email:</b>	wsavoy@patentgc.com		
<b>Correspondent Name:</b>	Wade Savoy, Patent GC LLC		
<b>Address Line 1:</b>	176 Federal Street, 5th Floor		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02110		
<b>ATTORNEY DOCKET NUMBER:</b>	MADAVOR MEDIA		
<b>NAME OF SUBMITTER:</b>	Wade Savoy		
<b>SIGNATURE:</b>	/Wade J. Savoy/		
<b>DATE SIGNED:</b>	04/04/2014		
<b>Total Attachments: 3</b>			
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## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") dated as of January 3, 2014 (the "Effective Date") is by and between R.A. Rapaport Publishing, Inc., a corporation ("Assignor"), and Madavor Media, LLC, a limited liability company ("Assignee").

**WHEREAS**, Assignor is the owner of the Trademark Applications and Registrations listed on Schedule "A" attached hereto (the "Trademarks"), and

**WHEREAS**, Assignee desires to acquire the entire right, title and interest in and to Trademarks from Assignor pursuant to this Assignment.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the parties hereby agree as follows:

1. Assignment. Assignor hereby assigns to Assignee, and Assignee hereby accepts, all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and/or registrations therefor, and the right to enforce the Trademarks in the United States and all benefits, privileges, causes of action and remedies relating to any of the foregoing, whether before or hereafter accrued including, without limitation, the exclusive rights to maintain all such registrations, renewals, and applications; to sue for all past, present or future infringements or other violations of any rights in or to the Trademarks; and to settle and retain proceeds from any such actions in the name of Assignee, its successors or assigns.

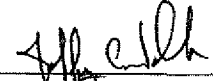
2. Further Assurances. Assignor shall execute such written instruments, extend such other cooperation and perform such other acts as may be reasonably necessary or advisable to more effectively transfer and assign to and vest in Assignee the Trademarks, and Assignor hereby irrevocably appoints Assignee and any of its officers as Assignor's attorney in fact to undertake such acts in Assignor's name.

3. Stock Purchase Agreement. Nothing contained herein is intended to modify, amend or alter in any respect the rights and obligations of the parties under that certain Stock Purchase Agreement between Assignor and Assignee dated as of the date set forth above, which will remain in full force and effect notwithstanding the execution and delivery of this Assignment.

[SIGNATURE PAGE FOLLOWS]

**IN WITNESS WHEREOF**, the parties hereto have executed this Assignment on the day and year written below to be effective as of the Effective Date.

On behalf of R.A. Rapaport Publishing, Inc.

Signed: 

Name: Jeffrey C. Wolk

Title: CEO

Date: 1/3/14

On behalf of Madavor Media, LLC

Signed: 

Name: Jeffrey C. Wolk

Title: CEO

Date: 1/3/14

**SCHEDULE "A"**  
**U.S. Trademarks**

<b>Mark</b>	<b>Country</b>	<b>Registration No.</b>
PRACTICAL DIABETOLOGY & design	US	2753168
PRACTICAL DIABETOLOGY	US	2335764
DIABETES SELF-MANAGEMENT & design	US	2823144
DIABETES SELF-MANAGEMENT & design	US	1778895
ARTHRITIS SELF-MANAGEMENT & design	US	2844691
ARTHRITIS SELF-MANAGEMENT	US	2537015
DIABETES SELF-MANAGEMENT	Canada	TMA648200
DIABETES SELF-MANAGEMENT & design	Canada	TMA413699
ARTHRITIS SELF-MANAGEMENT	Canada	TMA647905
ARTHRITIS SELF-MANAGEMENT & design	Canada	TMA648193
PRACTICAL DIABETOLOGY	Canada	TMA625667
PRACTICAL DIABETOLOGY & design	Canada	TMA625665