

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM314844

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|---|---|-----------------------|-------------------------------------|
| SUBMISSION TYPE: | CORRECTIVE ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | Corrective Assignment to correct the nature of conveyance (entire interest and goodwill on coversheet and assignment doc) and correct assignor's entity info previously recorded on Reel 005197 Frame 0585. Assignor(s) hereby confirms the assignment, and assignor is incorporated in Delaware. | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| UBM CANON LLC | | 01/02/2014 | LIMITED LIABILITY COMPANY: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | OUTCOMES, LLC | | |
| Street Address: | 23 Billingsley Drive | | |
| City: | Livingston | | |
| State/Country: | NEW JERSEY | | |
| Postal Code: | 07039 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: NEW JERSEY | | |
| PROPERTY NUMBERS Total: 4 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3590059 | MANNY AWARDS | |
| Registration Number: | 3563167 | MED AD NEWS | |
| Registration Number: | 3688070 | PHARMALIVE.COM | |
| Registration Number: | 3435788 | R&D DIRECTIONS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 9732437902 | | |
| Email: | ip@msgld.com | | |
| Correspondent Name: | Elizabeth Featherman, Esq. | | |
| Address Line 1: | 155 Prospect Avenue | | |
| Address Line 4: | West Orange, NEW JERSEY 07052 | | |
| ATTORNEY DOCKET NUMBER: | 28957-002 | | |
| NAME OF SUBMITTER: | Elizabeth Featherman | | |
| SIGNATURE: | /Elizabeth Featherman/ | | |
| DATE SIGNED: | 08/21/2014 | | |

TRADEMARK

Total Attachments: 11

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TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---|--|-----------------------|---------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| UBM CANON LLC | FORMERLY Canon Communications LLC | 01/21/2014 | LIMITED LIABILITY COMPANY: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | Outcomes LLC | | |
| Street Address: | 23 Billingsley Drive | | |
| City: | Livingston | | |
| State/Country: | NEW JERSEY | | |
| Postal Code: | 07039 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: NEW JERSEY | | |
| PROPERTY NUMBERS Total: 4 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3590059 | MANNY AWARDS | |
| Registration Number: | 3563167 | MED AD NEWS | |
| Registration Number: | 3688070 | PHARMALIVE.COM | |
| Registration Number: | 3435788 | R&D DIRECTIONS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 973 507 6701 | | |
| Email: | danielscottbecker@gmail.com | | |
| Correspondent Name: | Daniel Becker | | |
| Address Line 1: | 23 Billingsley Drive | | |
| Address Line 4: | Livingston, NEW JERSEY 07039 | | |
| NAME OF SUBMITTER: | Daniel Becker | | |

OP \$115.00 3590059

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| Signature: | /db/ |
| Date: | 01/21/2014 |
| Total Attachments: 1 source=Executed Transfer Assignment#page1.tif | |

Trademark Purchase and Domain Name Transfer Agreement

This Trademark Purchase and Domain Name Transfer Agreement ("**Agreement**"), dated as of January 2, 2014 (the "**Effective Date**"), is by and between UBM Canon LLC, a Delaware limited liability company with offices located at 2901 28th Street, Suite 100, Santa Monica, CA 90405 ("**Seller**"), and OUTCOMES, LLC with offices located at 23 Billingsley Drive, Livingston, NJ 07039 ADDRESS ("**Buyer**").

WHEREAS, Seller, among other things, is engaged in the business of owning and operating the website Pharmalive (the "**Business**");

WHEREAS, Seller is the owner of all right, title and interest in the domain names listed on Exhibit A to this Agreement (the "**Domain Names**") and is the registrant of the Domain Names with CSC;

WHEREAS, Seller is the owner of all right, title and interest in the trademarks related to the Business listed on Exhibit B to this Agreement (the "**Trademarks**");

WHEREAS, Buyer wishes to acquire all right, title and interest in the Domain Names and the Trademarks (the "**Purchased Assets**"); and

WHEREAS, the parties have agreed to Seller's sale of the Purchased Assets to Buyer on the terms and conditions set forth herein.

NOW, THEREFORE, in consideration of the mutual covenants, terms and conditions set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Purchase of Purchased Assets. In consideration of the Purchase Price (as defined below), Seller hereby irrevocably sells, assigns, transfers and conveys to Buyer:

- (a) all right, title and interest in and to the Domain Names, including the current registration thereof with CSC;
- (b) any other rights (including, but not limited to, trademark rights in any jurisdiction) Seller may have in the Domain Names, including any goodwill associated therewith; and
- (c) all right, title and interest in and to the Trademarks, including any goodwill associated therewith.

2. Purchase Price.

(a) In consideration of Seller's sale and transfer of the Purchased Assets and Seller's other agreements hereunder, Buyer shall pay to Seller [REDACTED] (the "**Purchase Price**") in accordance herewith.

(b) Buyer shall pay the Purchase Price in cash within ONE (1) business days following the parties' full execution of this Agreement.

3. Transfer of Trademarks and Domain Names.

(a) Within one business day following receipt of the Purchase Price, Seller shall execute all documents, papers, forms and authorizations, and take such other actions as are necessary to effectuate the transfer of ownership and control of the Trademarks and Domain Names to Buyer, and enable Buyer to register the Domain Names in the name of Buyer with the following domain name registrar: GoDaddy.com.

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REEL: 005349 FRAME: 0824

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date first above written.

OUTCOMES, LLC

By: 

Name: Daniel S. Becker
Title: Founder

UBM CANON LLC

By: 

Name: Aharon Shamish
Title: CEO - UBM Canon

EXHIBIT A

EXHIBIT B

TRADEMARKS

| Country | Title | Case Status | Application No. | Application Date | Registration No. | Registration Date | Goods/Services List |
|--------------------------|------------------|-------------|-----------------|------------------|------------------|-------------------|---|
| United States of America | MANNY AWARDS | Registered | 77/393929 | Feb-11-2008 | 3590059 | Mar-17-2009 | Class 41 Providing recognition by way of annual awards program for distinguished achievement in the field of pharmaceutical advertising. |
| United States of America | MED AD NEWS | Registered | 77/307573 | Oct-18-2007 | 3563167 | Jan-20-2009 | Class 16 Magazines relating to business and marketing activities of the pharmaceutical industry. |
| United States of America | PHARMALIVE.COM | Registered | 77/393954 | Feb-11-2008 | 3688070 | Sep-29-2009 | Class 35 Website featuring business information for and about the pharmaceutical industry, namely, information about clinical research, development, and marketing of pharmaceutical products, information about litigation and intellectual property news involving pharmaceutical products and pharmaceutical manufacturers and developers, information about market research for pharmaceutical products, and information about financial and business strategy news involving pharmaceutical manufacturers and developers. |
| United States of America | R & D DIRECTIONS | Registered | 77/307588 | Oct-18-2007 | 3435788 | May-27-2008 | Class 16 Magazines in the field of events and trends affecting the pharmaceutical clinical research and development community. |