

MKD 2/5/2015 RE 103671184

02/09/2015

Form PTO-1594 (Rev. 12-11)
OMB Collection 0651-0027 (exp. 04/30/2011)



U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RE

103671184

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):

STAYWELL CUSTOM COMMUNICATIONS, LLC

- Individual(s)
- Partnership
- Corporation- State: DE
- Other _____

Citizenship (see guidelines) DE

Additional names of conveying parties attached? Yes No

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

Execution Date(s) 12/30/13(Merger) 6/30/14 (Name Change)

- 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: THE STAYWELL COMPANY, LLC

Street Address: 780 Township Line Road

City: Yardley

State: PA

Country: USA Zip: 19067

- Individual(s) Citizenship _____
- Association Citizenship _____
- Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship _____
- Other LLC Citizenship: DE

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) _____ Text

B. Trademark Registration No.(s) _____

PLEASE SEE ATTACHED SCHEDULE B

PLEASE SEE ATTACHED SCHEDULE B.

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: Woodvale Partners, LLC

Internal Address: _____

Street Address: 1415 W. 22nd Street, Suite 280

City: Oak Brook

State: IL Zip: 60523

Phone Number: 630-464-5846

Docket Number: _____

Email Address: karen.kapp@woodvalepartners.com

6. Total number of applications and registrations involved:

27

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$690.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

Deposit Account Number _____

Authorized User Name _____

9. Signature:

[Handwritten Signature]

Signature

2-6-15

Date

Robert Smith

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 8

fee pd.

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

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Schedule B

Trademarks and Trademark Applications

Mark	Registrant (Applicant)	Current Owner	Registration No. (Application No.)	Registration Date (Application Date)	Expiry Date	Country	Status
HEALTHCLICKS	Health Newsletters Direct, LLC	The StayWell Company, LLC	3015222	15 Nov 2005	15 Nov 2015	US	Registered
REGARDING HEALTH OUTBOUND	Health Newsletters Direct, LLC	The StayWell Company, LLC	2766276	23 Sept 2003	23 Sept 2013	US	Registered
HEALTHY DECISIONS	Health Newsletters Direct, LLC	The StayWell Company, LLC	2662938	17 Dec 2002	17 Dec 2022	US	Registered
HEALTH NEWSLETTERS DIRECT & DESIGN	Health Newsletters Direct, LLC	The StayWell Company, LLC	2636752	15 Oct 2002	15 Oct 2012	US	Registered (Note: Instructions to Abandon Received - Renewal Grace Period Ends on 15 Apr 2013)
HEALTH BRIEFS	Health Newsletters Direct, LLC	The StayWell Company, LLC	2596207	16 Jul 2002	16 Jul 2022	US	Registered
ABOUT YOUR HEALTH	Health Newsletters	The StayWell	2595108	16 Jul 2002	16 Jul 2022	US	Registered

[[NYCORP:3446765-v3:137B: 01/12/2015--12:37 PM]]

	Direct, LLC	Company, LLC					
WOMEN'S FOCUS ON HEALTH	Health Newsletters Direct, LLC	The StayWell Company, LLC	2863019	13 Jul 2004	13 Jul 2014	US	Registered
WEBVERSION COMPANION	Health Newsletters Direct, LLC	The StayWell Company, LLC	2532518	22 Jan 2002	22 Jan 2022	US	Registered
REGARDING WOMEN & HEALTHCARE	Health Newsletters Direct, LLC	The StayWell Company, LLC	2363966	4 Jul 2000	4 Jul 2020	US	Registered
HEALTH ON TARGET	Health Newsletters Direct, LLC	The StayWell Company, LLC	2323645	29 Feb 2000	29 Feb 2020	US	Registered
REGARDING CHILDREN	Health Newsletters Direct, LLC	The StayWell Company, LLC	2299105	7 Dec 1999	7 Dec 2019	US	Registered
HEALTHY DECISIONS FOR WOMEN	Health Newsletters Direct, LLC	The StayWell Company, LLC	2281819	28 Sept 1999	28 Sept 2019	US	Registered
MAKE HEALTH HAPPEN	Health Newsletters Direct, LLC	The StayWell Company, LLC	2497456	16 Oct 2001	16 Oct 2021	US	Registered
REGARDING HEALTH	Health Newsletters Direct, LLC	The StayWell Company, LLC	2346685	2 May 2000	2 May 2020	US	Registered
ACTIVE &	Health	The	2171885	7 Jul 1998	7 Jul 2018	US	Registered

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HEALTHY	Newsletters Direct, LLC	Stay Well Company, LLC					
HEALTHY DECISIONS	Health Newsletters Direct, LLC	The Stay Well Company, LLC	1953891	6 Feb 1996	6 Feb 2016	US	Registered
FOR YOUR WELL-BEING	Health Ink, LLC	The Stay Well Company, LLC	2906038	30 Nov 2004	30 Nov 2014	US	Registered
BENEFITS MANAGEMENT BRIEFS	Health Ink, LLC	The Stay Well Company, LLC	2876434	24 Aug 2004	24 Aug 2014	US	Registered
GROWING UP HEALTHY	Health Ink, LLC	The Stay Well Company, LLC	2407558	28 Nov 2000	28 Nov 2020	US	Registered
HEALTHY NOW	Health Ink, LLC	The Stay Well Company, LLC	2026103	24 Dec 1996	24 Dec 2016	US	Registered
STARTING OUT HEALTHY	Health Ink, LLC	The Stay Well Company, LLC	1922917	26 Sept 1995	26 Sept 2015	US	Registered
BEST OF HEALTH	Health Ink, LLC	The Stay Well Company, LLC	1841833	28 Jun 1994	28 Jun 2014	US	Registered
HEALTH & YOU	Health Ink, LLC	The Stay Well Company, LLC	1770040	11 May 1993	11 May 2013	US	Registered

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HEALTHFACTOR (STYLIZED)	Health Ink, LLC	The StayWell Company, LLC	1772971	25 May 1993	25 May 2013	US	Registered
HEALTHY VIEWS	Health Ink, LLC	The StayWell Company, LLC	2181055	11 Aug 1998	11 Aug 2018	US	Registered
IN TOUCH WITH HEALTH	Health Newsletters Direct LLC	The StayWell Company, LLC	2281820	28 Sept 1999	28 Sept 2019	US	Registered
STAYWELL STARTWELL	StayWell Custom Communica- tions, LLC	The StayWell Company, LLC	85114174	24 Aug 2010		US	Abandoned

[[NYCORP.3496763v3:3157B: 01/12/2015--(2:31 PM)]]

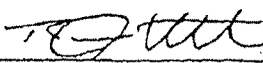
State of Delaware
Secretary of State
Division of Corporations
Delivered 05:32 PM 10/30/2014
FILED 05:11 PM 10/30/2014
SRV 141355172 - 2285969 FILE

STATE OF DELAWARE
CERTIFICATE OF AMENDMENT

1. Name of Limited Liability Company: The StayWell Company, LLC
2. The Certificate of Formation of the limited liability company is hereby amended as follows:

<p>The new name of this limited liability company is The StayWell Company, LLC.</p>

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 30th day of October, A.D. 2014

By: 
Authorized Person(s)

Name: Robert F. Smith
Print or Type

State of Delaware
Secretary of State
Division of Corporations
Delivered 10:49 AM 06/30/2014
FILED 10:49 AM 06/30/2014
SRV 140598631 - 2285969 FILE

STATE OF DELAWARE
CERTIFICATE OF AMENDMENT

- 1. Name of Limited Liability Company: Krames Staywell, LLC
- 2. The Certificate of Formation of the limited liability company is hereby amended as follows:

The new name of this Limited Liability Company is
The Staywell Company, LLC.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on
the 1st day of July, A.D. 2014.

By [Signature]
Authorized Person(s)

Name: Robert F. Smith
Print or Type

State of Delaware
Secretary of State
Division of Corporations
Delivered 01:19 PM 01/07/2014
FILED 01:19 PM 01/07/2014
SRV 140016032 - 2285969 FILE

**STATE OF DELAWARE
CERTIFICATE OF MERGER OF
DOMESTIC LIMITED LIABILITY COMPANIES**

Pursuant to Title 6, Section 18-209 of the Delaware Limited Liability Act, the undersigned limited liability company executed the following Certificate of Merger:

FIRST: The name of the surviving limited liability company is
Krames Staywell, LLC

and the name of the limited liability company being merged into this surviving limited liability company is Staywell Custom Communications, LLC

SECOND: The Agreement of Merger has been approved, adopted, certified, executed and acknowledged by each of the constituent limited liability companies.

THIRD: The name of the surviving limited liability company is
Krames Staywell, LLC

FOURTH: The merger is to become effective on date of filing

FIFTH: The Agreement of Merger is on file at 780 Township Road, Yardley, PA 19067
the place of business of the surviving limited liability company.

SIXTH: A copy of the Agreement of Merger will be furnished by the surviving limited liability company on request, without cost, to any member of the constituent limited liability companies.

IN WITNESS WHEREOF, said surviving limited liability company has caused this certificate to be signed by an authorized person, the 7th day of January A.D., 2014

By: [Signature]
Authorized Person

Name: Robert F. Smith
Print or Type

Title: Counsel