

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM339122

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Group DCA, LLC		02/27/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Haymarket Media, Inc.		
Street Address:	114 West 26th Street		
Internal Address:	4th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	3970284	DIAGRAM	
Registration Number:	4679466	THE MEDICAL BAG	
Registration Number:	4465320	THE MEDICAL BUZZ	
Registration Number:	4465321	WHAT KILLED 'EM	
Registration Number:	4465315	DESPICABLE DOCTORS	
Registration Number:	4465316	COMIC SEIZURE	
Serial Number:	85971374	HCP ECOSYSTEM	
CORRESPONDENCE DATA			
Fax Number:	4142974900		
<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:	414 271-2400		
Email:	ipdocketing@foley.com, jrodriguez@foley.com		
Correspondent Name:	Mark J. Diliberti - Foley & Lardner LLP		
Address Line 1:	777 East Wisconsin Ave		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	065948-0113		
NAME OF SUBMITTER:	Mark J. Diliberti		

OP \$190.00 3970284

SIGNATURE:	/MJD/
DATE SIGNED:	04/23/2015
Total Attachments: 4 source=Trademark Assignment from GROUP DCA, LLC to Haymarket Media, Inc. (2-27-15)#page1.tif source=Trademark Assignment from GROUP DCA, LLC to Haymarket Media, Inc. (2-27-15)#page2.tif source=Trademark Assignment from GROUP DCA, LLC to Haymarket Media, Inc. (2-27-15)#page3.tif source=Trademark Assignment from GROUP DCA, LLC to Haymarket Media, Inc. (2-27-15)#page4.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Group DCA, LLC, a Delaware limited liability company (“Assignor”), is the current owner of the trademark registrations/applications and the common law trademarks and all associated rights listed on the attached Exhibit A (the “Marks”); and

WHEREAS, Haymarket Media, Inc., a New York corporation (“Assignee”), wishes to acquire the Marks together with the goodwill of the business in connection with which the Marks are used;

NOW, THEREFORE, in consideration of and in exchange for \$10.00 and other valuable and legally sufficient consideration, the receipt of which Assignor hereby acknowledges, Assignor hereby agrees to and does sell, assign and transfer to Assignee its entire right, title and interest in and to the Marks together with the goodwill of the business to which the Marks pertain. Assignor further agrees to take all reasonable and necessary steps to implement the provisions of this assignment.

[Signature page follows]

IN WITNESS WHEREOF, a duly authorized officer of Assignor and Assignee has executed this agreement on the date listed below.

GROUP DCA, LLC

HAYMARKET MEDIA, INC.

By: Marg Lutz
Name: Marg Lutz
Title: President

By: _____
Name: _____
Title: _____

Date: 2/27/15

Date: _____

IN WITNESS WHEREOF, a duly authorized officer of Assignor and Assignee has executed this agreement on the date listed below.

GROUP DCA, LLC

HAYMARKET MEDIA, INC.

By: _____
Name: _____
Title: _____

By: Lee Maniscalco
Name: LEE MANISCALCO
Title: COO Haymarket media inc

Date: _____

Date: February 27, 2015

Exhibit A

DIAGRAM Registration No. 3970284

Computer proprietary software program for use by healthcare providers to engage target audiences for marketing purposes, and which enables users to capture response data through a graphics-rich interface, and to use data to customize future communications in Class 9.

THE MEDICAL BAG Serial No. 85/929,050

Computer application software for mobile phones, namely, software for use in accessing news, continuing medical education and drug samples in Class 9.

Recurring online columns in the field of medicine on a website offering social networking for physicians in Class 41.

THE MEDICAL BUZZ Registration No. 4465320

A website featuring news and information in the field of health care for health care professionals in Class 44.

WHAT KILLED 'EM Registration No. 4465321

Recurring online columns in the field of medicine on a web site offering social networking for physicians in Class 41.

DESPICABLE DOCTORS Registration No. 4465315

Recurring online columns in the field of medicine on a website offering social networking for physicians in Class 41.

COMIC SEIZURE Registration No. 4465316

Providing online non-downloadable comic strips on a web site offering social networking for physicians in Class 41.

HCP ECOSYSTEM Serial No. 85/971374

Downloadable software in the nature of mobile applications for use by health care professionals to obtain pharmaceutical product samples and to engage in social networking in Class 9.

Printed business development materials featuring promotional content for pharmaceutical companies in Class 16.

Providing an Internet web site portal featuring business information for pharmaceutical companies in the field of business development in Class 35.

Web sites featuring information on continuing medical education, pharmaceutical guides, pharmaceutical sample offers, survey opportunities, special member-only offers, medical news, information on patient care, entertaining content and social networking for health care professionals in Class 44.

Common law trademark rights to "Group DCA"