

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM346175

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
Hoffman York, Inc.		06/15/2015	CORPORATION: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HY Connect, Inc.		
<b>Street Address:</b>	142 E. Ontario Street, Suite 13		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60611		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3434071	HY CONNECT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3129847700		
<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>			
<b>Phone:</b>	312.372.2000		
<b>Email:</b>	cvicino@mwe.com		
<b>Correspondent Name:</b>	Jennifer M. Mikulina		
<b>Address Line 1:</b>	McDermott Will & Emery LLP		
<b>Address Line 2:</b>	227 W. Monroe Street, Suite 4400		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606-5096		
<b>ATTORNEY DOCKET NUMBER:</b>	93879-013 JMM/CMV		
<b>NAME OF SUBMITTER:</b>	Jennifer M. Mikulina		
<b>SIGNATURE:</b>	/Jennifer M. Mikulina/		
<b>DATE SIGNED:</b>	06/29/2015		
<b>Total Attachments: 3</b>			
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CH \$40.00 3434071

## **TRADEMARK ASSIGNMENT**

WHEREAS, Hoffman York, Inc., a Wisconsin corporation (“*Assignor*”), is the exclusive owner of U.S. Registration No. 3434071 for the HY CONNECT mark (the “*Trademark*”);

WHEREAS, Assignor desires to assign, transfer and sell all of Assignor’s right, title, and interest in and to the Trademark, together with all of the goodwill of the business associated with the Trademark, to HY Connect, Inc., a Delaware corporation (“*Assignee*”), on the terms and conditions more particularly set forth in that certain Asset Purchase Agreement dated June 15, 2015, by and among Assignor, Assignee and, solely for purposes of Section 1.4(e) and 1.4(f) thereof, Myelin Health Communications Holding Company LLC, a Delaware limited liability company (the “*Agreement*”); and

WHEREAS, Assignor wishes to herein memorialize said assignment, transfer and sale of the Trademark, together with all of the goodwill of the business associated with the Trademark, to Assignee.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration set forth in the Agreement, and other valuable and legally sufficient consideration, the receipt and legal sufficiency of which is hereby acknowledged, Assignor has assigned, transferred and sold, and by these presents does assign, transfer and sell unto Assignee, Assignor’s entire right, title and interest in and to the Trademark, and in and to all of the goodwill of the business associated with the Trademark, together with that portion of Assignor’s business to which the Trademark pertains, and all claims for damages by reason of past or current infringement of same, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives.

This agreement shall be binding upon and shall inure to the benefit of the respective successors and permitted assigns of Assignor and Assignee.


Dated: June 15, 2015

[Signature page to follow]

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be executed by their authorized representatives.

ASSIGNOR:

Hoffman York, Inc.

By:   
Name: Troy Peterson  
Title: CEO

ASSIGNEE:

HY Connect, Inc.

By: \_\_\_\_\_  
Name: Bill O'Donnell  
Title: Chief Financial Officer

[Signature Page to Trademark Assignment]

TRADEMARK  
REEL: 005569 FRAME: 0688

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be executed by their authorized representatives.


ASSIGNOR:

Hoffman York, Inc.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

ASSIGNEE:

HY Connect, Inc.

By:  \_\_\_\_\_  
Name: Bill O'Donnell  
Title: Chief Financial Officer