

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM428872

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Medical World Communications, Inc.		08/14/2009	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Allied Media, LLC		
Street Address:	4303 W. 119th Street		
City:	Leawood		
State/Country:	KANSAS		
Postal Code:	66209		
Entity Type:	Limited Liability Company: KANSAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1444081	CLINICAL LAB PRODUCTS	
CORRESPONDENCE DATA			
Fax Number:	8164712186		
<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:	8164748181		
Email:	dhoward@levycraig.com		
Correspondent Name:	Levy Craig Law Firm		
Address Line 1:	4520 Main Street		
Address Line 2:	Suite 1600		
Address Line 4:	Kansas City, MISSOURI 64111		
NAME OF SUBMITTER:	David W. Howard		
SIGNATURE:	/David W. Howard/		
DATE SIGNED:	05/25/2017		
Total Attachments: 6			
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TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, dated August 14, 2009 (this "Trademark Assignment"), by and between MEDICAL WORLD COMMUNICATIONS, INC., a Delaware corporation and CURANT COMMUNICATIONS, INC., a California corporation ("Assignors") to ALLIED MEDIA, LLC, a Kansas limited liability company (as assignee of ANTHEM MEDIA, LLC, a Kansas limited liability company, and referred to herein as "Assignee").

Recitals

A. Assignors and Assignee are parties to that certain Asset Purchase Agreement, dated as of the date hereof (the "Asset Purchase Agreement").

B. Assignors are the owner of the trademarks set forth on Schedule A (hereinafter collectively referred to as the "Trademarks").

C. Assignors have agreed to sell, assign, transfer and deliver to Assignee all of their right, title and interest in and to the Trademarks, including any and all goodwill associated therewith, on the terms and subject to the conditions set forth in the Asset Purchase Agreement.

Accordingly, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

1. **Assignment of Trademarks.** Based on the terms and subject to the conditions set forth in this Trademark Assignment and the Asset Purchase Agreement, Assignors do hereby sell, assign, transfer and deliver to Assignee and its successors, assigns and legal representatives or nominees, all of Assignors' right, title and interest, for all countries, jurisdictions and political entities of the world, in and to the Trademarks, including, without limitation, all benefits, privileges, causes of action, and the exclusive rights to (a) apply for and maintain all registrations, renewals and/or extensions thereof, (b) sue for past, present, and future infringement and to collect damages therefor, and (c) grant licenses or other interests to and in the Trademarks. The foregoing includes, and Assignors do hereby assign, convey, transfer and deliver to Assignee, any and all goodwill symbolized by and/or associated with the Trademarks.

2. **Further Assurances.** Assignors agree that upon request it shall, at any time and without charge to Assignee, sign all papers, take all rightful oaths, and do all acts which may be necessary or desirable to vest title to the Trademarks in Assignee or in its successors, assigns and legal representatives or nominees. Assignors hereby appoint Assignee and any officer or agent thereof, with full power of substitution, as its true and lawful attorney-in-fact with full irrevocable power and authority in place and stead of Assignors and in the name of Assignor or in its own name, for the purposes of carrying out the terms of this Trademark Assignment, to take all necessary actions to vest title and to execute any and all documents and instruments which may be necessary to accomplish the purposes of this Trademark Assignment.

3. **No Rights in Third Parties.** Nothing expressed or implied in this Trademark Assignment is intended to or shall confer upon any Person, other than the parties and their respective successors and assigns, any rights, remedies, obligations or liabilities under or by reason of this Trademark Assignment.

4. **Successors and Assigns.** This Trademark Assignment shall bind and inure to the benefit of the parties and their respective successors and assigns.

5. **Governing Law.** This Trademark Assignment and all claims with respect thereto shall be governed by and construed in accordance with the laws of the State of Kansas, without giving effect to any provisions relating to conflicts of laws.

6. **Amendments.** No amendment or modification of this Trademark Assignment shall be effective unless it is set forth in writing and signed by each of the parties hereto.

7. **Counterparts.** This Trademark Assignment may be executed in one or more counterparts, and by the different parties hereto in separate counterparts, each of which shall be deemed to be an original but all of which taken together shall constitute one and the same original.

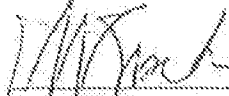
8. **Defined Terms.** Capitalized terms used but not defined herein shall have the meanings set forth in the Asset Purchase Agreement.

[Signature page follows]

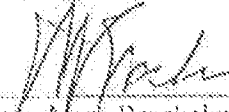
IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be duly executed as of the day and year first above written.

ASSIGNORS:

MEDICAL WORLD COMMUNICATIONS,
INC., a Delaware corporation

By: 
Name: Mark Brockelman
Title: Senior Vice President and Chief Financial Officer

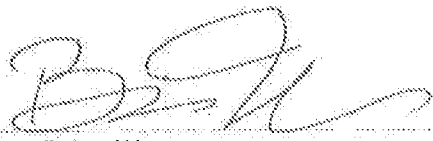
CURANT COMMUNICATIONS, INC., a Delaware
corporation

By: 
Name: Mark Brockelman
Title: Senior Vice President and Chief Financial Officer

Accepted and Agreed to:

ASSIGNEE:

ALLIED MEDIA, LLC

By: 
Name: Brian Weaver
Title: President

TRADEMARKS

Schedule A

Mark	Goods/Services	Class No.	Serial/Reg. No.	Filing/Reg. Date	Renewal Date	Status	Owner
ALLIED HEALTH CARE PUBLICATIONS	Magazine publishing services	0081	74965050	9/2/1990	1/28/2012	Registered	Curran Communications, Inc.
CLINICAL LAB PRODUCTS	MAGAZINE RELATED TO MEDICAL INSTRUMENTS, EQUIPMENT, DIAGNOSTICS AND SUPPLIES	0016	73,615,731 1,444,081	8/26/1986 9/23/1987	6/22/2017	Registered	Medical World Communications, Inc.
DISCUSSIONS IN IMAGING ECONOMICS	periodical publications, namely, magazines in the field of health and medicine	0016	78,596,916 1,079,289	3/29/2005 4/11/2006	8/11/2016	Registered	Curran Communications, Inc.
DOCUMENTING THE HISTORY OF AMERICAN HEALTH CARE	Printed publications, namely, journals, magazines, newsletters, and supplements to the foregoing, providing general information on, and economic analysis of, issues relating to healthcare, healthcare management, and health insurance to those in the fields of medicine, nursing, health insurance, healthcare management, and pharmaceutical management.	0016	78,429,222 2,997,561	6/7/2004 9/20/2005	9/28/2015	Registered	Medical World Communications, Inc.
HOMI HEALTH CARE DENTAL PROVIDER	Publications, namely, a national journal related to the home health care fields that provide business management advice, product focused feature articles, home medical equipment profiles and information regarding home health care related goods and services.	0016 0015	78,677,556 2,429,244	4/8/1989 1/9/2001	1/9/2011	Registered	Curran Communications, Inc.
IMAGING ECONOMICS	periodical publications, namely, magazines in the field of health and medicine	0016	78,331,124 3,207,618	2/10/2006 2/6/2007	2/6/2017	Registered	Curran Communications, Inc.

Mark	Goods/Services	Class No.	Serial/Reg. No.	Filing/Reg. Date	Renewal Date	Status	Owner
	IMAGING ECONOMICS On-line publication of magazines containing articles featuring information on health and medicine; Providing newsletters in the field of health and medicine via e-mail; Arranging of seminars and conferences in the field of health and medicine.	IN041	78838460 3207019	016/2006 26/2007	26/2017	Registered	CurAm Communications, Inc.
	ORTHODONTIC PRODUCTS DIVISIONAL APPL. Printed publications, namely magazines and journals that provides current news on products, services, and developments in the field of orthodontics USE: 10/1/1985 CONMERCE 10/1/1985 DIVISIONAL APPL. Advertising services, namely, promoting the goods and services of others in magazine in the field of orthodontics USE: 10/1/1985 CONMERCE: 10/1/1985 Providing online publications, namely magazines, newsletters, and magazine articles in the field of orthodontics USE: 2/20/2005 CONMERCE: 2/28/2005	IN016 IN025 IN041	77692817 3464466	12/22/07 7/8/2008	7/8/2018	Registered	CurAm Communications, Inc.
	ORTHODONTIC PRODUCTS magazines and journals that provides current news on products, services, and development in the field of orthodontic. Advertising services, namely, promoting the goods and services of others in the field of orthodontic by disseminating advertising printed publications, namely magazines and journals that provides current news on products, services, and developments in the field of orthodontics USE: 10/1/1985 CONMERCE: 10/1/1985	IN016 IN035	77975489 3565241	9/22/2008 9/23/2008	9/23/2018	Registered	CurAm Communications, Inc.
	ORTHODONTIC PRODUCTS Advertising services, namely, promoting the goods and services of others in magazines in the field of orthodontics.	IN016	75977564	9/21/99	9/6/2019	Registered	CurAm Communications, Inc.
	PHYSICAL THERAPY PRODUCTS magazines and journals that provides current news on products, services and developments in the field of physical therapy advertising services, namely, promoting the goods and services of others in the field of physical therapy by disseminating advertising	IN025	2356390	6/6/2006		Registered	CurAm Communications, Inc.

Mark	Goods/Services	Class No.	Serial/Reg. No.	Filing/Reg. Date	Renewal Date	Status	Owner
PLASTIC SURGERY PRACTICE	Publications, namely, magazines and books in the fields of medicine Providing on-line publications in the nature of magazines and web sites in the field of medicine	IN016	77314906	7/30/2008	6/16/2019	Registered	CurAm Communications, Inc.
		IN041	1641449	8/16/2009			
PLASTIC SURGERY PRODUCTS	magazines and journals that provide current news on products, services and developments in the field of plastic surgery advertising services, namely, promoting the goods and services of others in the field of plastic surgery by disseminating advertising materials and magazines published periodically, relating to health care	IN016	78872561	4/8/1997	9/30/2016	Registered	CurAm Communications, Inc.
		IN035	2354232	5/30/2000			
HEALTH MANAGEMENT	plastic surgery by disseminating advertising materials and magazines published periodically, relating to health care	IN016	76649958	5/4/1995	12/17/2016	Registered	CurAm Communications, Inc.
MEDIATION	national journal on ethical and current health issues in the fields related to respiratory care advertising services, namely, disseminating advertising for others and promoting goods and/or services in fields that provide a variety of respiratory care and other goods and/or services by providing space in a periodical	IN016	75677533	4/8/1999	11/16/2011	Registered	CurAm Communications, Inc.
		IN035	2502445	11/6/2001			
RECIPE DESIGN MAKERS IN RESPIRATORY CARE	Printed magazine and journal on ethical and current health issues in the fields related to respiratory care Advertising services, namely, disseminating advertising for others and promoting goods and/or services in fields that provide a variety of respiratory care and other goods and services by providing space in a periodical Online publication of magazines and articles in the field of respiratory, pulmonary care	IN016	77246652	8/3/2007	6/3/2018	Registered	CurAm Communications, Inc.
THE AMERICAN JOURNAL OF HEALTH CARE SOLUTIONS	Medical journal	IN016	75140014	7/25/1996	11/18/2017	Registered	Medical World Communications, Inc.
		IN016	2114877	11/18/1997			