

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM486264

<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>
HealthStream, Inc		02/12/2018	Corporation: TENNESSEE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Improve PX, LLC		
<b>Street Address:</b>	404 Columbia Place		
<b>City:</b>	South Bend		
<b>State/Country:</b>	INDIANA		
<b>Postal Code:</b>	46601		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4744415	BLG	
<b>Registration Number:</b>	4610909	COMMUNITY INSIGHTS	
<b>Registration Number:</b>	4222475	INSIGHTS ONLINE	
<b>Registration Number:</b>	4230531	PATIENT INSIGHTS	
<b>Registration Number:</b>	4230530	PHYSICIAN INSIGHTS	
<b>Registration Number:</b>	3093258	BRIGHT IDEAS MANAGER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3126321780		
<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>	312.715.5241		
<b>Email:</b>	tm-dept@quarles.com, nicole.murray@quarles.com, veronica.brooks@quarles.com		
<b>Correspondent Name:</b>	Nicole M. Murray at Quarles & Brady LLP		
<b>Address Line 1:</b>	300 North LaSalle St., Ste. 4000		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60654		
<b>ATTORNEY DOCKET NUMBER:</b>	153586 Healthstream to Im		
<b>NAME OF SUBMITTER:</b>	Veronica Ford Brooks		
<b>SIGNATURE:</b>	/VFB/		
<b>DATE SIGNED:</b>	08/16/2018		

CH \$165.00 4744415

**Total Attachments: 2**

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**TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of February 12, 2018, by and between HealthStream, Inc., a Tennessee corporation ("Assignor"), and Improve PX, LLC, a Delaware limited liability company ("Assignee"), whereby Assignor desires to assign, and Assignee desires to acquire, Assignor's right, title and interest in and to the registered trademarks listed in Schedule A (the "Marks"). Now, therefore, for good and valuable consideration (the receipt, adequacy and sufficiency of which are hereby acknowledged), the parties hereby agree as follows:

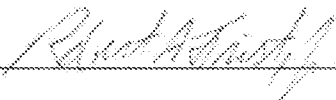
Assignor does hereby sell, convey, transfer, assign and deliver to Assignee, and Assignee hereby acquires from Assignor, free and clear of all liens and encumbrances, all right, title and interest of Assignor in and to the Marks, together with all goodwill associated therewith and all trademark registrations, applications and renewals in connection with such Marks and all claims for damages by reason of past, present, or future infringement, dilution or misappropriation of the foregoing, with the right to sue for and collect the same. The Marks are being assigned as part of the entire business or portion thereof to which the Mark pertain, as required by Section 10 of the Lanham Act, 15 U.S.C. § 1060. Assignor shall execute and deliver such further and other documents as may be reasonably necessary to give effect to this Assignment and to carry out its provisions.

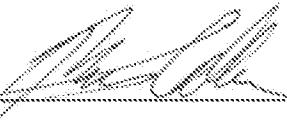
This Assignment shall in all respects be construed in accordance with and governed by the laws of the State of Delaware, disregarding conflicts of laws principles. This Assignment may be executed in counterparts, each of which will be deemed an original, but all of which together will constitute one and the same instrument.

IN WITNESS WHEREOF, Assignor and Assignee have each caused this Assignment to be executed by their duly authorized representatives effective as of the date first set forth above.

HEALTHSTREAM, INC.

IMPROVE PX, LLC

By: 

By: 

Name: Robert A. Frist, Jr.

Name: Michael M. Collier

Title: Chief Executive Officer

Title: Secretary

*[Schedule to Follow this Page.]*

**Schedule A**

**Registered Trademarks**

<b>Mark</b>	<b>Serial No. Filing Date</b>	<b>Reg. No. Reg. Date</b>	<b>Status</b>	<b>Liens</b>
ENGAGERX	87056872 June 1, 2016	Pending	Pending	N/A
BLG	86064498 September 13, 2013	4744415 May 26, 2015	Registered	N/A
COMMUNITY INSIGHTS	85982424 December 6, 2010	4610909 September 23, 2014	Registered	N/A
INSIGHTS ONLINE	85191414 December 6, 2010	4222475 October 9, 2012	Registered	N/A
PATIENT INSIGHTS	85191404 December 6, 2010	4230531 October 23, 2012	Registered	N/A
PHYSICIAN INSIGHTS	85191371 December 6, 2010	4230530 October 23, 2012	Registered	N/A
BRIGHT IDEAS MANAGER	78649036 June 13, 2005	3093258 May 16, 2006	Registered	N/A