

FORM PTO-1595
1-31-92

12-24-2002

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



To the Assistant Commissioner for Trademarks, 102320492

ts or copy thereof.

1. Name of conveying party(ies):
12-4-02
Cal Target Marketing, Inc. d/b/a Live Well Publications, Inc.

- Individual(s)
- General Partnership
- Corporation of Michigan
- Other _____
- Association
- Limited liability company

Additional name(s) & address(es) attached? Yes No

3. Nature of Conveyance:

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

Execution Date: August 23, 2002

2. Name and address of receiving party(ies):

Name: MediZine, Inc.

Street Address: 298 Fifth Avenue, 2nd Floor

City New York State New York Zip 10001

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation - New York
- Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached Yes No
(Designation must be a separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):
Registration No.(s)

1. Reg No.: 2,432,423 Reg. Date: February 27, 2001
DAILY CARE

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Norman H. Zivin

Internal Address: Cooper & Dunham LLP

Street Address: 1185 Avenue of the Americas

23rd Floor

City: New York State: New York ZIP 10036

6. Total number of applications involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

03-3125

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Norman H. Zivin
Name of Person Signing

November 25, 2002
Date

Total Number of pages including cover sheet: 4

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

12/23/2002 6TON11 00000191 2432423

01 FC:8521

40.00 DP

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

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FINANCE SECTION

EXHIBIT C

TRADEMARK ASSIGNMENT

WHEREAS, CAL TARGET MARKETING, INC., a Michigan corporation doing business as LIVE WELL PUBLICATIONS, INC., with offices at 1855 Stephenson Highway, Troy, Michigan 48083 (hereinafter referred to as the "Assignor") is the owner of all right, title and interest in and to the common-law trademark and issued U. S. trademark registration in the United States Patent and Trademark Office set forth and more particularly described on Schedule A (hereinafter, the "Trademark");

WHEREAS, MediZine, Inc., a New York corporation, with offices at 298 Fifth Avenue, 2nd Floor, New York, New York 10001 (hereinafter called the "Assignee"), has executed a Trademark Assignment Agreement and is desirous of acquiring any and all rights that Assignor may have in and to the said Trademark, any common law rights therein, and the registrations and applications therefor and, together with the goodwill of the business in connection with which the said Trademark is used and which is symbolized by said Trademark, along with the right to recover for damages and profits for past infringements thereof;

NOW THEREFORE, for the good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell and assign unto Assignee all right, title and interest in and to the said Trademark and the registrations and applications therefor for the United States and throughout the world, as set forth and more particularly described on Schedule "A" hereto, together with the goodwill of the business in connection with which the said Trademark is used and which is symbolized by said Trademark, along with the right to recover for damages and profits for past infringements thereof.

Assignor agrees to execute and deliver, at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's right, title, and interest in and to the said Trademark Registration and Trademark Rights in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

IN WITNESS WHEREOF, ASSIGNOR has caused this instrument to be executed as of the
____ day of April 2002.

ATTEST:

ASSIGNOR:

CAL TARGET MARKETING, INC.
d/b/a LIVE WELL PUBLICATIONS, INC.

Janna M. Grass

By: Christine A. Dorr
Name: Christine A. Dorr
Title: President

STATE OF Michigan
COUNTY OF Oakland } ss:

On the 23rd day of April, 2002, before me, the undersigned, a notary public in and for said state, personally appeared CHRISTINE A. DORR, formerly known as CHRISTINE A. LUKOWSKI, personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that they executed same in their capacity(ies), and that by their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument.

Timothy J. Moore
NOTARY PUBLIC
TIMOTHY J. MOORE
Notary Public, Oakland County, MI
My Commission Expires February 15, 2007

Schedule A

TRADEMARKS ASSIGNED

MARK

Registration Number

Registration Date

DAILY CARE

2432423

February 27, 2001