

11/1703

11-19-2003

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005)

REC OF TR



S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

Tab settings

102603886

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Health Care Marketing Services, Inc.

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State CALIFORNIA, Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

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

Execution Date: 04/06/00

2. Name and address of receiving party(ies)

Name: Alert Marketing

Internal

Address:

Street Address: 100 Avenue of the Americas

City: New York State: NY Zip: 10013

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State CA, Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 1,357,118;

1,357,119; 1,357,120; 1,367,552

Additional number(s) attached Yes No

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

Name: Mel Lamelas

Internal Address: Jobson Publishing LLC

Street Address: 100 Avenue of the Americas

City: New York State: NY Zip: 10013

6. Total number of applications and registrations involved:

17

7. Total fee (37 CFR 3.41) \$ 440.00

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number:

2003 NOV 17 PM 1:08 OPR/FINANCE

11/19/2003 BYRNE 00000011 1357118

DO NOT USE THIS SPACE

01 FC: 4529 Signature. 40.00 OP 02 FC: 4522 400.00 OP

Mel Lamelas, VP Legal Affairs Name of Person Signing

Signature

October 31, 2003 Date

Total number of pages including cover sheet, attachments, and document: 6

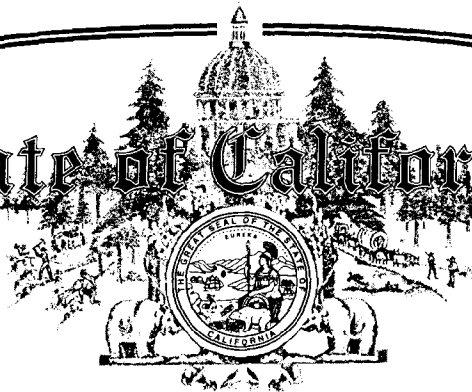
Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK REEL: 002865 FRAME: 0503

**ADDITIONAL TRADEMARK REGISTRATION NUMBERS**  
**(HEALTH CARE MARKETING SERVICES ASSIGNMENT**  
**TO ALERT MARKETING INC.)**

2,038,503 Pharm/alert  
2,338,780 HBA/alert  
2,092,611 HCMS Online  
2,092,610 HCMS True Track  
2,124,778 MD/alert Online  
2,124,779 Pharm/alert Online  
2,207,273 P.A./alert  
2,207,283 N.P./alert  
2,207,281 D.E./alert  
2,207,284 Nurse/alert  
2,207,280 Managed Care/alert  
2,207,282 Hospital Pharm/alert  
2,338,778 M.D. Alert Cardio Therapy

# State of California



## SECRETARY OF STATE

I, *Kevin Shelley*, Secretary of State of the State of California, hereby certify:

That the attached transcript of 3 page(s) was prepared by and in this office from the record on file, of which it purports to be a copy, and that it is full, true and correct.

**IN WITNESS WHEREOF**, I execute this certificate and affix the Great Seal of the State of California this day of

APR 25 2003



*Kevin Shelley*

Secretary of State

A0543205

# 1115778

CERTIFICATE OF AMENDMENT

OF

ARTICLES OF INCORPORATION

OF

HEALTH CARE MARKETING SERVICES, INC.

FILED  
In the office of the Secretary of State  
of the State of California

APR 10 2000

*Bill Jones*  
BILL JONES, Secretary of State

\* \* \* \* \*

Roger C. Amato the President and the Treasurer of Health Care Marketing Services, Inc., a Corporation duly organized and existing under the laws of the State of California, do hereby certify:

1. That they are the President and the Treasurer, respectively, of Health Care Marketing Services, Inc., a California Corporation.

2. That an amendment to the articles of incorporation of this corporation has been approved by the board of directors.

3. The amendment so approved by the board of directors is as follows:

Article First of the articles of incorporation of this corporation is amended to read as follows:

FIRST: That the name of the corporation is Alert Marketing, Inc.

4. That the shareholders have approved said amendment by vote at a meeting. That the wording of said amendment as approved by vote of the shareholders is the same as that set forth above.

That the amendment was approved by the affirmative vote of the holders of outstanding shares having not less than the minimum number of required votes of shareholders necessary to approve said amendment in accordance with Section 902 of the California Corporation Code.

5. The designation and total number of outstanding shares of any class or series entitled to vote on said amendment as a class or series and the minimum percentage vote required of each such class or series for approval of said amendment are as follows:

CA010 - CT System Online

TRADEMARK


REEL: 002865 FRAME: 0506

<u>Designation</u>	<u>Number of shares outstanding entitled to vote</u>	<u>Minimum percentage vote required to approve</u>
Common	6,717	100%

6. That the number of shares of each class which voted in favor of said amendment equaled or exceeded the minimum percentage vote required of each class entitled to vote, as set forth above.

**[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]**

Each of the undersigned declares under penalty of perjury that the statements contained in the foregoing certificate are true of their own knowledge. Executed at Boston, Massachusetts, on April 6, 2000.

  
\_\_\_\_\_  
Roger C. Amato, President and Treasurer

CA010 - CT System Online

