

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Choice Media Inc.		10/12/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	The HealthCentral Network, Inc.
Street Address:	1655 N. Fort Myer Drive
Internal Address:	#400
City:	Arlington
State/Country:	VIRGINIA
Postal Code:	22209
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	2945931	HEALTHCENTRAL
Registration Number:	2568373	HEALTHSQUARE
Registration Number:	2742756	COTTONBALLS
Registration Number:	2539194	CLUBMEDICINE
Registration Number:	2410643	HEALTHCENTRAL
Registration Number:	2461234	HEALTHCENTRAL
Registration Number:	2526680	HEALTHCENTRALRX
Registration Number:	2495636	HEALTHCENTRALRX
Registration Number:	2524118	MDCHOICE
Registration Number:	2688961	MDCHOICE
Registration Number:	2440314	HEALTHSQUARE
Registration Number:	2693601	HEALTHSCOUT

CORRESPONDENCE DATA

900061381

**TRADEMARK
 REEL: 003418 FRAME: 0398**

CH \$315.00 2945931

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ATTORNEY DOCKET NUMBER:	120812-159301 (1703-407)
NAME OF SUBMITTER:	Miriam J. Rovner
Signature:	/mjr/
Date:	10/31/2006
Total Attachments: 1 source=2867556_1#page1.tif	

A CHANGE OF NAME DOCUMENT IS NOT REQUIRED FOR
TRADEMARKS