

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:
RECEIVING PARTY DATA			
Name:	THE HEALTHCENTRAL NETWORK, INC.		
Street Address:	1655 N. FORT MYER DRIVE, #400		
City:	ARLINGTON		
State/Country:	VIRGINIA		
Postal Code:	22209		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	75768636	FOODFIT.COM	
Serial Number:	75769186	FOODFIT	
CORRESPONDENCE DATA			
Fax Number:	(617)523-1231		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617.570.1292		
Email:	mrovner@goodwinprocter.com		
Correspondent Name:	Miriam J. Rovner, Senior Paralegal		
Address Line 1:	Goodwin Procter LLP		
Address Line 2:	Exchange Place		
Address Line 4:	Boston, MASSACHUSETTS 02109		
ATTORNEY DOCKET NUMBER:	120812-169096		
NAME OF SUBMITTER:	Miriam J. Rovner		
Signature:	/mjr/		

CH 75768636 \$65.00

Date:

02/14/2007

Total Attachments: 1

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A CHANGE OF NAME DOCUMENT IS NOT REQUIRED FOR
TRADEMARKS