

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Blue Flame Data, Inc.		08/27/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	TrueChoice Solutions, Inc.		
Street Address:	1375 Broadway, 11th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2961141	TRUECHOICE	
Registration Number:	2932869	THE SCIENCE OF CHOICE	
CORRESPONDENCE DATA			
Fax Number:	(877)769-7945		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-783-5070		
Email:	tmdoctc@fr.com		
Correspondent Name:	Keith Barritt		
Address Line 1:	P.O. Box 1022		
Address Line 4:	Minneapolis, MINNESOTA 55440-1022		
ATTORNEY DOCKET NUMBER:	24491-0001001		
NAME OF SUBMITTER:	Keith Barritt		
Signature:	/Keith Barritt/		
Date:	09/15/2008		

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Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is by and between TrueChoice Solutions, Inc., a corporation formed in accordance with the laws of Delaware (the "Assignee"), having an office and a place of business at 1375 Broadway, 11th floor, New York, NY 10018, and Blue Flame Data, Inc., a corporation formed in accordance with the laws of Delaware (the "Assignor"), having an office and a place of business at 12 Quail Run, Bolton, MA 01740.

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks and the corresponding registrations and/or applications for registration set forth on Exhibit 1 (collectively, the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

Assignor hereby sells, assigns, transfers and conveys to Assignee the entire right, title, interest in and to the Trademarks in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademarks, and any priority right that may arise from the Trademarks), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and in any applicable jurisdictions outside the United States to record the transfer of the registrations and/or applications for registration set forth on Exhibit 1 to Assignee as assignee of Assignor's entire right, title and interest therein. Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademarks.

This Trademark Assignment Agreement may be executed by the parties hereto in separate counterparts, each of which when so executed and delivered shall be an original, but all such counterparts taken together shall constitute one and the same instrument. Each counterpart may be delivered by facsimile transmission, which transmission shall be deemed delivery of an originally executed document.

IN WITNESS WHEREOF, the parties hereto have executed this Trademark Assignment Agreement as of the date first above written.

ASSIGNOR

BLUE FLAME DATA, INC.

By: Barry Kallander



Title: President

STATE OF : Massachusetts

COUNTY OF : Worcester

On this 29th day of August, 2008, before me, a Notary Public in and for the State and County aforesaid, personally appeared Barry Kallander, known by me to be the person of the above name and an officer of Blue Flame Data, Inc., duly authorized to execute this Assignment on behalf of the assignor, and who signed and executed the foregoing instrument on behalf of Blue Flame Data, Inc.

Given under my hand and seal of office this 29th day of August, 2008.

My commission expires:

July 25, 2014

Patricia Obert
Notary Public

563 Main St. Boston Ma 01740
Address

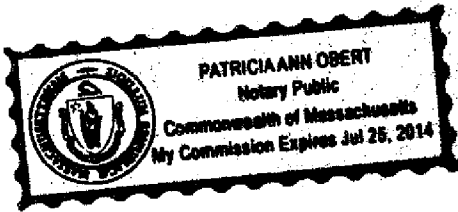


Exhibit 1

Trademarks

Word Mark TRUECHOICE

Mark Drawing Code (1) TYPED DRAWING

Serial Number 78284557

Registration Number 2961141

Word Mark THE SCIENCE OF CHOICE

Mark Drawing Code (1) TYPED DRAWING

Serial Number 78302906

Registration Number 2932869