

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Gregory Paul Mueller		06/09/2010	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	IMPLICITCARE, LLC		
<b>Street Address:</b>	9201 Sunset Boulevard, Suite 602		
<b>City:</b>	West Hollywood		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90069		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77712683	IMPLICITGUIDE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)203-0567		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	310.203.8080		
<b>Email:</b>	trademarkdocket@jmbm.com		
<b>Correspondent Name:</b>	Rod S. Berman		
<b>Address Line 1:</b>	1900 Avenue of the Stars, 7th Floor		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90067		
<b>ATTORNEY DOCKET NUMBER:</b>	70411-1004		
<b>NAME OF SUBMITTER:</b>	Brennan C. Swain		
<b>Signature:</b>	/Brennan C. Swain/		
<b>Date:</b>	06/09/2010		

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Total Attachments: 1  
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FROM

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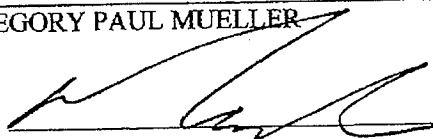
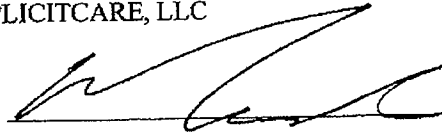
TRADEMARK ASSIGNMENT

WHEREAS, Gregory Paul Mueller, individual, citizen of the United States, having an address of 9201 Sunset Boulevard, Suite 602, West Hollywood, California 90069, United States ("Assignor") is the owner of the mark IMPLICITGUIDE ("the Mark"), the goodwill associated therewith, as well as U.S. Trademark Application No. 77/712,683, filed on April 13, 2009 ("the Application") therefor, and incorporated herein by this reference,.

WHEREAS, IMPLICITCARE, LLC, a Delaware limited liability company having its principal address at 9201 Sunset Boulevard, Suite 602, West Hollywood, California 90069, ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Application and the Mark, as well as the goodwill associated therewith.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and convey to Assignee, and Assignee does hereby accept from Assignor, all of Assignor's right, title and interest in and to the Mark, and the goodwill associated therewith, free and clear of all security interests, liens and encumbrances effective as of the date of this Assignment, together with the right to bring and prosecute any claims or causes of action for past infringement of the Mark. Assignee takes the foregoing portion of the Assignor's business free and clear of any and all debts, liens, claims by or other obligations to third-parties.

IN WITNESS WHEREOF, this Assignment is effective as of 6-9, 2010.

GREGORY PAUL MUELLER	IMPLICITCARE, LLC
By: 	By: 
	Name: Gregory Paul Mueller Title: <u>Manager</u>