

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM313275

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
BBI Solutions OEM Limited		06/30/2014	private limited company: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Novarum DX Limited		
<b>Street Address:</b>	Exchange Place 2, 5 Semple Street		
<b>City:</b>	Edinburgh, Scotland		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	EH3 8BL		
<b>Entity Type:</b>	private limited company: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85670046	NOVARUM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7816473939		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	781-314-4062		
<b>Email:</b>	Jean.Maxwell@alere.com		
<b>Correspondent Name:</b>	Jean M. Maxwell, Trademark Manager		
<b>Address Line 1:</b>	51 Sawyer Road, Suite 200		
<b>Address Line 2:</b>	Alere Inc.		
<b>Address Line 4:</b>	Waltham, MASSACHUSETTS 02453		
<b>ATTORNEY DOCKET NUMBER:</b>	ASSIG NOVARUM 85670406		
<b>NAME OF SUBMITTER:</b>	Jean M. Maxwell, Trademark Manager		
<b>SIGNATURE:</b>	/JeanMMaxwell/		
<b>DATE SIGNED:</b>	08/07/2014		
<b>Total Attachments: 2</b>			
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source=Assignment from BBI SOLUTIONS OEM LIMITED to NOVARUM - June 2014 - executed#page2.tif			

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**TRADEMARK ASSIGNMENT**

This Trademark Assignment (this "Assignment") is made effective this 28 day of **June** 2014 by and between BBI Solutions OEM Limited, a United Kingdom private limited company ("Assignor"), having a place of business at The Courtyard, 73 Ty Glas Avenue, Cardiff, South Glamorgan CF14 5DX, United Kingdom, and Novarum DX Limited, a United Kingdom private limited company ("Assignee"), having a place of business at Exchange Place 2, 5 Sempie Street, Edinburgh, Scotland EH3 8BL, United Kingdom.

WHEREAS, the Assignor has adopted, used and is currently using the marks in connection with the goods identified in the attached Exhibit A (the "Marks"), and owns the registration and application for registration of the Marks also identified in Exhibit A (the "Registration and Application"), and wishes to assign to Assignee all of the Assignor's right, title and interest in and to the Marks, the goodwill of the business symbolized by and associated with the Marks, and the Registration and Application; and

WHEREAS, the Assignee is desirous of acquiring the Marks, their goodwill and the Registration and Application;

NOW, THEREFORE, in consideration of the foregoing and for good and valuable consideration, receipt of which is hereby acknowledged,

Assignor hereby assigns and transfers to Assignee all right, title and interest in and to the Marks (including any common law rights), together with the Registration and Application, the goodwill of the business symbolized by and associated with Marks and the ongoing and existing business or portion thereof to which the Marks pertain, together with any income, royalties, damages or payments due on or after the date hereof, including, without limitation, all claims for damages or payments by reason of infringement or unauthorized use of the Marks, along with the right to sue for past infringements and collect damages for same.

IN WITNESS WHEREOF, the Assignor and Assignee, by their respective duly authorized officers, have executed this Assignment as an instrument under seal, on this \_\_\_ day of **June**, 2014.

**ASSIGNOR:**

**BBI SOLUTIONS OEM LIMITED**

By: \_\_\_\_\_  
Name: IAN REES  
Title: GROUP CEO

**ASSIGNEE:**

**NOVARUM DX LIMITED**

By: \_\_\_\_\_  
Name: NEIL PERWART  
Title: MANAGING DIRECTOR

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EXHIBIT A

<u>MARK</u>	<u>COUNTRY</u>	<u>APPL. #</u>	<u>FILE DATE</u>	<u>REG. #</u>	<u>REG. DATE</u>	<u>RENEWAL</u>
NOVARUM Class 9: Computer application software for mobile phones, computer application software for mobile phones for reading, sharing and transmitting medical test results	EU	011021061	Jul 6, 2012	011021061	Dec 4, 2012	Jul 6, 2022

<u>MARK</u>	<u>COUNTRY</u>	<u>APPL. #</u>	<u>FILE DATE</u>	<u>REG. #</u>	<u>REG. DATE</u>	<u>STATUS</u>
NOVARUM Class 9: Computer application software for mobile phones, namely, software for interpreting, sharing and transmitting medical test results	USA	85/670,046	Jul 6, 2012			3rd Extension Request/SCU due Feb. 13, 2015

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