

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Bank of New York		05/18/2005	Banking Corporation: NEW YORK

RECEIVING PARTY DATA

Name:	Alert Marketing, Inc.
Street Address:	100 Avenue of the Americas
City:	New York
State/Country:	NEW YORK
Postal Code:	10013
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	2207281	D.E./ALERT
Registration Number:	1357118	DENT/ALERT
Registration Number:	2207282	HOSPITAL PHARM/ALERT
Registration Number:	1357120	M.D./ALERT
Registration Number:	2338778	M.D./ALERT CARDIOTHERAPY
Registration Number:	2207280	MANAGED CARE/ALERT
Registration Number:	2207283	N.P./ALERT
Registration Number:	2207284	NURSE/ALERT
Registration Number:	1357119	OPT/ALERT
Registration Number:	2207273	P.A./ALERT

CORRESPONDENCE DATA

Fax Number: (919)781-4865

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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Phone: 919-781-4000
Email: rjones@wyrick.com
Correspondent Name: Robert T. Jones, Jr., Paralegal
Address Line 1: 4101 Lake Boone Trail
Address Line 2: Suite 300
Address Line 4: Raleigh, NORTH CAROLINA 27607

ATTORNEY DOCKET NUMBER:	17541.03
NAME OF SUBMITTER:	Robert T. Jones, Jr., Paralegal
Signature:	/rtj/
Date:	10/04/2005

Total Attachments: 4

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**TERMINATION AND RELEASE OF SECURITY INTERESTS
IN TRADEMARKS**

TERMINATION AND RELEASE, dated as of May 18, 2005, by THE BANK OF NEW YORK, as administrative agent for the secured parties (the "Secured Party") under (i) the Security Agreement, dated as of March 19, 1998 and (ii) the Security Agreement Supplements, each dated July 29, 1999 or March 5, 2001, respectively, by and among Jobson Publishing L.L.C. (the "Borrower"), each member of the Borrower party thereto, and each subsidiary guarantor party thereto, including Health Care Marketing Services, Inc. (such subsidiary guarantors, members of the Borrower, and the Borrower are each referred to herein as a "Grantor") and the Secured Party (as amended or otherwise modified prior to the date hereof, collectively, the "Security Agreements").

RECITALS

A. Pursuant to the Security Agreements, certain security interests (the "Security Interests") were granted by each Grantor to the Secured Party in all of the right, title and interest of every kind and nature in such Grantor's trademarks and service marks, including, without limitation, those trademarks set forth on Schedule A attached hereto and (i) all registrations, applications, recordings and common-law rights relating thereto; (ii) all renewals thereof; (iii) all income, license royalties, damages and payments now and hereafter due and/or payable with respect thereto, including, without limitation, damages and payments for past, present and/or future infringements thereof; (iv) the right to sue for past, present and future infringements thereof; (v) all rights corresponding thereto throughout the world; and (vi) the goodwill of Grantor's business connected with and symbolized by the foregoing (collectively, the "Collateral");

B. The Security Interests listed on Schedule A were recorded in the Trademark Division of the United States Patent & Trademark Office on March 9, 2000 at Reel 2047/ Frame 0465; and

C. A change of name from Health Care Marketing Services, Inc. to Alert Marketing, Inc. was recorded on November 17, 2003 at Reel 2865/ Frame 0503.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, and upon the terms set forth in this Termination and Release, the Secured Party hereby terminates and releases the Security Interests in the Collateral as follows:

1. Termination and Release: The Secured Party hereby agrees to terminate and release the entirety of its Security Interests in the Collateral.

2. Further Assurance: The Secured Party hereby agrees to duly execute, acknowledge, procure and deliver any further documents and to do such other acts as may be reasonably necessary to effect the release of the Security Interests contemplated hereby.

IN WITNESS WHEREOF, the undersigned has executed this Termination and Release by its duly authorized officer as of the date first above written.

THE BANK OF NEW YORK,
as Administrative Agent

By:  _____

Name: Stephen M. Nettler

Title: Vice President

STATE OF NEW YORK)
)
COUNTY OF NEW YORK)

SS:

CAROL ATTMORE
Notary Public, State of New York
No. 01AT6016145
Qualified in New York County
Commission Expires Nov. 9, 2006

On this 18 day of May 2005, before me personally appeared Stephen M. Nattler to me known who, being by me duly sworn, did depose and say that he is a vica president of The Bank of New York, the institution described herein and which executed the foregoing instrument, and that he signed his name thereto pursuant to the authority granted thereby.

Carol Attmore
Notary Public

SCHEDULE A

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
<u>Reel Frame 2047/0465</u>		
D.E./ALERT	2207281	12/1/1998
DENT/ALERT	1357118	8/27/1985
HOSPITAL PHARM/ALERT	2207282	12/1/1998
M.D./ALERT	1357120	8/27/1985
M.D./ALERT CARDIOTHERAPY	2338778	4/4/2000
MANAGED CARE/ALERT	2207283	12/1/1998
N.P./ALERT	2207283	12/1/1998
NURSE/ALERT	2207284	12/1/1998
OPT/ALERT	1357119	8/27/1985
P.A./ALERT	2207273	12/1/1998
PHARM/ALERT	1496074	7/12/1998
D.O./ALERT	1763197	4/6/1993
HBA/ALERT	1764821	4/13/1993
RECALL/ALERT	1775444	6/8/1993
PHARM/ALERT	2038503	2/18/1997
M.D./ALERT ONLINE	2124778	12/30/1997
PHARM/ALERT ONLINE	2124779	12/30/1997