

12-12-2000

U.S. Department of Commerce  
Patent and Trademark Office



:T

101546799

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
 IMS Health Incorporated 11-17-00  
 Individual(s)  Association  
 General Partnership  Limited Partnership  
 Corporation-State - Delaware  
 Other \_\_\_\_\_  
 Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and Address of receiving party(ies)  
 Name: Synavant Inc.  
 Address: 3445 Peachtree Road,  
 N.E., Atlanta, Georgia 30326  
 Individual(s) citizenship  
 Association  
 General Partnership  
 Limited Partnership  
 Corporation-State Delaware  
 Other \_\_\_\_\_  
 If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
 (Designations must be a separate document from assignment)  
 Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Other \_\_\_\_\_  
 Execution Date: August 15, 2000

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s) **SEE ATTACHED SCHEDULE** B. Trademark Registration No.(s) **SEE ATTACHED SCHEDULE**  
 Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Dorothy R. Whitney, Esq.  
 Cowan, Liebowitz & Latman, P.C.  
 1133 Avenue of the Americas  
 New York, NY 10036-6799

6. Total number of applications and registrations involved: 10  
 7. Total fee (37 CFR 3.41)..... \$265  
 Enclosed  
 Any deficiency is authorized to be charged to  
 Deposit Account No. 03-3415.  
 8. Deposit Account No. 03-3415  
 (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.  
*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*  
Dorothy R. Whitney Dorothy R. Whitney 11-16-00  
 Name of Person Signing Signature Date  
 Total number of pages including cover sheet, attachments, and document: 5

Mail to: U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335, Washington, DC 20231

SCHEDULE

<u>Mark</u>	<u>Registration/Application No.</u>
PHARBASE	75/915902
PHARBASE BENCHMARK	75/915901
SAMPLETRAK	76/009656
CORNERSTONE	75/166102
MARKETEXPRESS	2181861
SALES TECHNOLOGIES	1861680
SALES TECHNOLOGIES	1864056
SNAP	1476584
SNAP	1476584
STNET	1624068
PREMIERE & Design	2098175

## TRADEMARK ASSIGNMENT

WHEREAS, IMS Health Incorporated, a Delaware corporation located at 200 Nyala Farms, Westport, Connecticut 06880 ("Assignor"), is the owner of the registrations and pending applications for the trademarks, service marks and trade names, and registrations and applications therefor identified and listed on Schedule A attached hereto (collectively, the "Marks") by virtue of its merger with IMS Health Strategic Technologies, Inc., a Delaware corporation with its offices located at 3445 Peachtree Road, N.E., Atlanta, Georgia 30326; and

WHEREAS, Synavant Inc. a Delaware corporation, located at 3445 Peachtree Road, N.E., Atlanta, Georgia 30326 ("Assignee"), desires to acquire said Marks;

NOW, THEREFORE, for and in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does confirm that it has assigned and hereby does assign and transfer to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, in and to the Marks, together with the goodwill of the business symbolized by them throughout the world and all registrations and pending applications therefor, in all countries throughout the world, together with all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute such further papers and do so other acts as may be necessary and proper to vest full title in and to the Marks in the Assignee or which may be necessary to obtain, renew, issue or enforce the Marks.



SCHEDULE A

<u>Mark</u>	<u>Registration/Application No.</u>
PHARBASE	75/915902
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