

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	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>
Guy Critical, Inc.		03/24/2008	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hearst Communications, Inc.		
<b>Street Address:</b>	959 Eighth Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10019		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2903501	ANSWEROLOGY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)649-2035		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-649-2059		
<b>Email:</b>	bfitzpatrick@hearst.com		
<b>Correspondent Name:</b>	Bridgette Fitzpatrick		
<b>Address Line 1:</b>	959 Eighth Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10019		
<b>ATTORNEY DOCKET NUMBER:</b>	ANSWEROLOGY ASSIGN		
<b>NAME OF SUBMITTER:</b>	Bridgette Fitzpatrick		
<b>Signature:</b>	/Bridgette Fitzpatrick/		
<b>Date:</b>	05/08/2008		

CH \$40.00 2903501

**Total Attachments: 3**

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## TRADEMARK ASSIGNMENT

**WHEREAS**, Guy Critical, Inc., a New York corporation (“Assignor”), is the owner of a mark, ANSWEROLOGY, which is registered in the United States Patent and Trademark Office, Registration No. 2,903,501, dated November 16, 2004 (the “Mark”); and

**WHEREAS**, Hearst Communications, Inc., a Delaware corporation (“Assignee”) desires to acquire Assignor’s entire right, title and interest in and to the Mark; and

**WHEREAS**, Assignor and Assignee have entered into an Asset Purchase Agreement dated as of March 24, 2008 (the “Agreement”), pursuant to which Assignor has agreed to sell and Assignee has agreed to purchase certain of the assets of Assignor, and Assignee has agreed to assume certain of the liabilities of Assignor, in each case relating to the Business (as defined in the Agreement);

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its legal successors and permitted assigns all right, title and interest, whether statutory, registered or at common law, in and to the Mark, together with the goodwill symbolized by the Mark, throughout the world, and any renewals or extensions thereof, and 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.

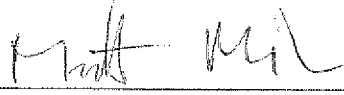
In the event of any conflict or inconsistency between the terms, provisions and conditions of this Trademark Assignment and the Agreement, the terms, provisions and conditions of the Agreement shall govern.

This instrument shall be governed by the laws of the state of New York (without regard to conflicts of laws principles).

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest all right, title and interest in and to the Mark in Assignee.

IN WITNESS WHEREOF, Assignor has caused these presents to be duly executed in a manner appropriate thereto this 24th day of March, 2008.

**GUY CRITICAL, INC.**

By: 

Name: Matthew Milner

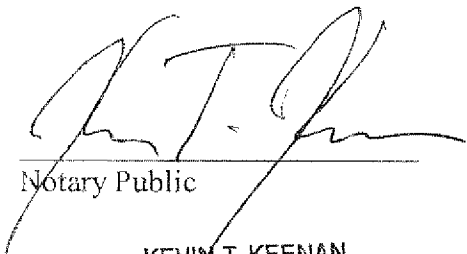
Title: Chief Executive Officer

STATE OF NEW YORK )

ss.:

COUNTY OF NEW YORK )

On the 24th day of March 2008, before me personally came Matthew Milner,  
to me known, who being by me duly sworn, did depose and say that he is CEO  
of Guy Critical, Inc., the corporation described in and which executed the foregoing instrument,  
and that he had the authority to sign his name hereto on behalf of the corporation.



Notary Public

KEVIN T. KEENAN  
Notary Public, State of New York  
No. 01KE6029897  
Qualified in Kings County  
Commission Expires August 30, 2009