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1 COVER SHEET (S ONLY)

Tab settings

To the Honorable Con

Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

American Heart Association New York State Affiliate, Inc.

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State, Other Not-for-Profit Corporation

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment, Merger, Security Agreement, Change of Name, Other

Execution Date: October 20, 1998

2. Name and address of receiving party(ies)

Name: American Heart Association, Inc.

Internal Address:

Street Address: 7272 Greenville Avenue

City: Dallas State: TX ZIP: 75231-7596

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State, Other Not-for-Profit Corporation

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

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,733,409

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Deborah A. Bentley, Esq.

Internal Address:

Street Address: Hiscock & Barclay, LLP

221 S. Warren Street, P.O. Box 4878

City: Syracuse State: NY ZIP: 13221-4878

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41).....\$ 65.00

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

fee ok

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.

Deborah A. Bentley, Esq. Name of Person Signing

Deborah A. Bentley Signature

11/17/98 Date

Total number of pages including cover sheet, attachments, and document:

3


**ASSIGNMENT OF TRADEMARK**

**WHEREAS, AMERICAN HEART ASSOCIATION NEW YORK STATE AFFILIATE, INC.** ("Assignor"), a New York corporation having a place of business at 100 Northern Concourse, North Syracuse, New York 13212, is the registrant of the attached Trademark Registration No. 1,733,409 dated November 17, 1992, for the Trademark "FLOWERS STRAIGHT FROM THE HEART" (the "Trademark"), and

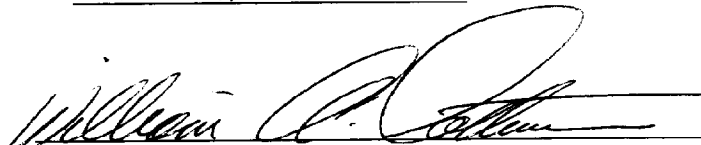
**WHEREAS, AMERICAN HEART ASSOCIATION, INC.** ("Assignee"), a New York corporation having a place of business at 7272 Greenville Avenue, Dallas, Texas 75231-4596, has succeeded to the business, assets and goodwill of Assignor:

**NOW THEREFORE,** in consideration of and in exchange for the sum of one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does sell, assign, and transfer, unto said Assignee, the entire right, title and interest in and to the Trademark and the registration thereof, together with the goodwill of the business in connection with which the Trademark is used.

**AMERICAN HEART ASSOCIATION NEW YORK STATE AFFILIATE, INC.**

  
Name: Michael W. Wilson  
Title: Executive Vice President

Sworn to and subscribed  
before me this 13<sup>th</sup> day  
of NOVEMBER, 1998.

  
Notary Public

WILLIAM A. DOTTERER  
NOTARY PUBLIC, STATE OF NEW YORK  
Qualified in Onon. Co., No. 01094978274  
My Commission Expires Feb. 25, 1999

# HISCOCK & BARCLAY, LLP

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**Deborah A. Bentley**  
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[dbentley@hiscockbarclay.com](mailto:dbentley@hiscockbarclay.com)

November 17, 1998

## **RETURN RECEIPT REQUESTED**

Commissioner of Patents & Trademarks  
Box Assignments  
Washington, D.C. 20231

Re: Trademark Assignment  
Registration No. 1,733,409

Dear Sir or Madam:

Please find enclosed a Recordation Form Cover Sheet, Assignment of Trademark and a true copy of the original document for Trademark Registration Number 1,733,409. Also enclosed is a check for \$65, representing the \$40 fee for filing and the \$25 fee for a certified copy of the assignment. Please forward the certified copy and any other correspondence to my attention.

Thank you for your assistance. If you have any questions or require further information, please call me.

Very truly yours,



Deborah A. Bentley

DAB:ma  
Enclosures

cc: Roberta Lee Boyden (with Enclosure)

221 SOUTH WARREN STREET, SYRACUSE, NEW YORK 13202

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**RECORDED: 11/23/1998**

**TRADEMARK  
REEL: 1820 FRAME: 0485**