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Tab settings

To the Honorable Commissioner of Patents and Trademarks

and original documents or copy thereof.

1. Name of conveying party(ies): MRD 11-23-98

**American Heart Association  
New York State Affiliate, Inc.**

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

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

3. Nature of conveyance:

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

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)

1,697,893

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 St., 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).....\$ 40  
65.00

- Enclosed 40E
- 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

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. 1,697,893 dated June 30, 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 20<sup>th</sup> day  
of October, 1998.

  
Notary Public

WILLIAM A. DOTTERER  
NOTARY PUBLIC, STATE OF NEW YORK  
Qualified in Onon. Co., No. 01D04978274  
My Commission Expires Feb. 25, ~~1997~~

Int. Cl.: 31

Prior U.S. Cl.: 1

**United States Patent and Trademark Office** Reg. No. 1,697,893  
Registered June 30, 1992

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**TRADEMARK  
PRINCIPAL REGISTER**

**FLOWERS STRAIGHT FROM THE HEART**

AMERICAN HEART ASSOCIATION NEW  
YORK STATE AFFILIATE, INC. (NEW YORK  
CORPORATION)  
100 NORTHERN CONCOURSE  
NORTH SYRACUSE, NY 13212

FOR: LIVE FLOWERS, IN CLASS 31 (U.S. CL  
1).  
FIRST USE 8-4-1989; IN COMMERCE  
11-1-1989.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "FLOWERS" , APART FROM  
THE MARK AS SHOWN.

SER. NO. 74-189,469, FILED 7-29-1991.

FRANCINE L. APPLEWHITE, EXAMINING  
ATTORNEY