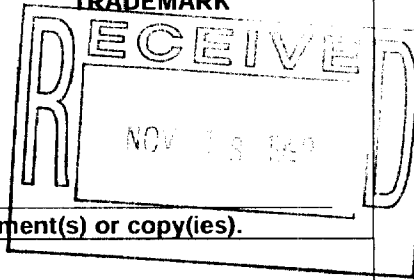


12-02-1999



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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY



MO 11/18/99

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment License
 - Security Agreement Nunc Pro Tunc Assignment
 - Merger Change of Name
 - Other _____
- Effective Date
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Name American Heart Association - New York State Affiliate, Inc. Execution Date
Month Day Year
11 - 01 - 99

Formerly N/A

- Individual General Partnership Limited Partnership Corporation Association
- Other Not-for-Profit Corporation
- Citizenship/State of Incorporation/Organization New York

Receiving Party

Mark if additional names of receiving parties attached

Name American Heart Association, Inc.

DBA/AKA/TA N/A

Composed of N/A

Address (line 1) 7272 Greenville Avenue

Address (line 2) _____

Address (line 3) Dallas Texas 75231-4596
City State/Country Zip Code

- Individual General Partnership Limited Partnership Corporation Association
 - Other Not-for-Profit Corporation
 - Citizenship/State of Incorporation/Organization New York
- If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

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Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments. #

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="1,844,705"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved. #

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed Deposit Account

Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.) Deposit Account Number: #

Authorization to charge additional fees: Yes No

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. Charges to deposit account are authorized, as indicated herein.

Deborah A. Bentley
Name of Person Signing


Signature

11/16/99
Date Signed

ASSIGNMENT OF TRADEMARK

WHEREAS, AMERICAN HEART ASSOCIATION NEW YORK STATE AFFILIATE, INC. ("Assignor"), a New York not-for-profit corporation having a place of business at 100 Northern Concourse, North Syracuse, New York 13212, is the registrant of the attached Trademark Registration No. 1,844,705 dated July 12, 1994, for the Trademark "EAT TO YOUR HEART'S CONTENT" (the "Trademark"); and

WHEREAS, AMERICAN HEART ASSOCIATION, INC. ("Assignee"), a New York not-for-profit 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.**

By: Michael W. Wilson

Name: Michael W. Wilson
Title: Executive Vice President

Sworn to and subscribed
before me this 1st day
of November, 1999.

Nancy L. Conrad
Notary Public

NANCY L. CONRAD
Notary Public State of NY
Qual. Onon. Co. No. 01005054946
My Comm. Exp. Jan. 29, 2000

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RECORDED: 11/18/1999

**TRADEMARK
REEL: 001994 FRAME: 0722**