

Form PTO-1594 (Rev. 07/05)  
OMB Collection 0851-0027 (exp. 6/30/2008)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**

American Heart Association, Inc.

- Individual(s)
- General Partnership
- Corporation- State: New York
- Other \_\_\_\_\_
- Association
- Limited Partnership

Citizenship (see guidelines) U.S.A.

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance /Execution Date(s) :**

Execution Date(s) Filed January 9, 2008

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

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: United States Department of Health & Human Services

Internal

Address: Room 2B-50

Street Address: 31 Center Drive, MSC 2111, NIH Bldg. 31

City: Bethesda

State: MARYLAND

Country: United States of America Zip: 20892-2111

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other Federal Agency

Citizenship \_\_\_\_\_  
Citizenship \_\_\_\_\_  
Citizenship \_\_\_\_\_  
Citizenship \_\_\_\_\_  
Citizenship U.S.A.  
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)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.****A. Trademark Application No.(s)**

76588006 - National Wear Red Day  
76637820 - Wear Red Day  
76637898 - National Wear Red Day For Women

**B. Trademark Registration No.(s)**

Additional sheet(s) attached?  Yes  No

**C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):**

76588006 - National Wear Red Day  
76637820 - Wear Red Day  
76637898 - National Wear Red Day For Women

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

Name: Kathleen Cooney-Porter

Internal Address: \_\_\_\_\_

Street Address: 1940 Duke Street

City: Alexandria

State: Virginia Zip: 22314

Phone Number: 703-413-3000

Fax Number: 703-413-2220

Email Address: tmddocket@oblon.com

**6. Total number of applications and registrations involved:**

3

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$0**

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number 502014  
Authorized User Name Kathleen Cooney-Porter

**9. Signature:**

Signature

February 11, 2008

Date

Jeffrey S. Molinoff

Name of Person Signing

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

20

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mall Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

USPTO

1/11/2008 8:31:44 PM PAGE 3/006 Fax Server

TO: KATHLEEN COONEY-PORTER COMPANY: 1940 DUKE STREET

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

**01/09/2008  
 900095974**

<b>SUBMISSION TYPE:</b>	<b>CORRECTIVE ASSIGNMENT</b>		
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the full name of the Assignor previously recorded on Reel 003809 Frame 0274. Assignor(s) hereby confirms the American Heart Association, Inc..		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
American Heart Association, Inc.		08/24/2007	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	United States Department of Health and Human Services		
<b>Street Address:</b>	31 Center Drive, MSC 2111, NIH Bldg. 31		
<b>Internal Address:</b>	Room 2B-50		
<b>City:</b>	Bethesda		
<b>State/Country:</b>	MARYLAND		
<b>Postal Code:</b>	20892-2111		
<b>Entity Type:</b>	FEDERAL AGENCY: UNITED STATES		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	76588006	NATIONAL WEAR RED DAY	
<b>Serial Number:</b>	76637820	WEAR RED DAY	
<b>Serial Number:</b>	76637898	NATIONAL WEAR RED DAY FOR WOMEN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(703)413-2220		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Phone:</b>	(703) 413-3000		
<b>Email:</b>	trndocket@oblon.com		
<b>Correspondent Name:</b>	Kathleen Cooney-Porter		
<b>Address Line 1:</b>	1940 Duke Street		
<b>Address Line 4:</b>	Alexandria, VIRGINIA 22314		
<b>ATTORNEY DOCKET NUMBER:</b>	291668US		

CH \$90.00 76588006

USPTO

1/11/2008 6:31:44 PM PAGE 4/008 Fax Server

TO: KATHLEEN COONEY-PORTER COMPANY; 1940 DUKE STREET

NAME OF SUBMITTER:	Kathleen Cooney-Porter
Signature:	/kcp/
Date:	01/09/2008
Total Attachments: 2 source=DHHS EXECUTED ASSIGNMENT#page1.tif source=DHHS EXECUTED ASSIGNMENT#page2.tif	

USPTO

8/28/2007 12:58:28 PM PAGE 4/005 Fax Server

TO: KATHLEEN COONEY-PORTER COMPANY: 1940 DUKE STREET

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

**08/27/2007**  
**900085433**

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	50% assignment of interest in AHA's right, title and interest		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
American Heart Association		08/24/2007	CORPORATION; NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	United States Department of Health and Human Services		
<b>Street Address:</b>	31 Center Drive, MSC 2111		
<b>Internal Address:</b>	Room 2B-50, NIH Building 31		
<b>City:</b>	Bethesda		
<b>State/Country:</b>	MARYLAND		
<b>Postal Code:</b>	20892		
<b>Entity Type:</b>	FEDERAL AGENCY; UNITED STATES		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	76588008	NATIONAL WEAR RED DAY	
Serial Number:	76637820	WEAR RED DAY	
Serial Number:	76637898	NATIONAL WEAR RED DAY FOR WOMEN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(703)413-2220		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Phone:</b>	(703) 413-3000		
<b>Email:</b>	tmdocket@oblon.com		
<b>Correspondent Name:</b>	Kathleen Cooney-Porter		
<b>Address Line 1:</b>	1940 Duke Street		
<b>Address Line 4:</b>	Alexandria, VIRGINIA 22314		
<b>ATTORNEY DOCKET NUMBER:</b>	278905US		
<b>NAME OF SUBMITTER:</b>	Kathleen Cooney-Porter		

CH \$90.00 76588008

USPTO

8/28/2007 12:58:28 PM PAGE 5/005 Fax Server

TO: KATHLEEN COONEY-PORTER COMPANY: 1940 DUKE STREET

Signature:	/Kathleen Cooney-Porter/
Date:	08/27/2007
Total Attachments: 2 source=DHHS EXECUTED ASSIGNMENT#page1.tif source=DHHS EXECUTED ASSIGNMENT#page2.tif	

USPTO 1/11/2008 6:31:44 PM PAGE 5/006 Fax Server  
 TO: KATHLEEN COONEY-PORTER COMPANY: 1940 DUKE STREET

### ASSIGNMENT

THIS ASSIGNMENT is made and entered into by and between the United States Department of Health & Human Services ("DHHS"), a Federal Agency organized under the laws of the United States, having an address of 31 Center Drive, MSC 2111, Room 2B-50, NIH Bldg. 31, Bethesda, Maryland 20892-2111, and American Heart Association, Inc. ("AHA"), a New York corporation having an address of 7272 Greenville Avenue, Dallas, Texas 75231-4596.

WHEREAS, AHA claims ownership of the following marks, and the federal (i.e., United States) applications therefor:

Mark	Ser. No./Filing Date	Goods/Services
NATIONAL WEAR RED DAY	Appl. Ser. No. 76/588,006 April 22, 2004	(Int'l Class: 25) T-shirts and hats (Int'l Class: 35) Promoting public awareness of the risks of cardiovascular disease and its prevention in women (Int'l Class: 44) Organizing, conducting and sponsoring an annual day-long event to provide and disseminate information in the field of women's cardiovascular disease and health
WEAR RED DAY	Appl. Ser. No. 76/637,820 May 3, 2005	(Int'l Class: 16) Bookmarks and posters (Int'l Class: 35) Promoting public awareness of cardiovascular disease in women by organizing and conducting a yearly all day event (Int'l Class: 44) Providing health information about cardiovascular disease in women
NATIONAL WEAR RED DAY FOR WOMEN	Appl. Ser. No. 76/637,898 May 3, 2005	(Int'l Class: 16) Bookmarks and posters (Int'l Class: 35) Promoting public awareness of cardiovascular disease in women by organizing and conducting a yearly all day event (Int'l Class: 44) Providing health information about cardiovascular disease in women

(the "WEAR RED DAY Marks") and;

WHEREAS, DHHS, intending to succeed to and be considered as a successor to a 50% interest in that portion of AHA's existing and ongoing business to which the marks pertain, wishes to acquire and AHA wishes to transfer a 50% interest in AHA's right, title and interest with respect to the WEAR RED DAY marks, including a co-equal right to sue third parties for all past, present and future infringement;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, AHA does hereby

USPTO

1/11/2008 6:31:44 PM PAGE 6/006 Fax Server

TO: KATHLEEN COONEY-PORTER COMPANY: 1940 DUKE STREET

sell, assign and transfer unto DHHS a 50% interest in AHA's right, title and interest with respect to the aforesaid WEAR RED DAY Marks, including any and all United States applications therefor and any resulting registrations issuing therefrom, and any and all applicable common law rights therein, together with 50% of that portion of the business of AHA to which the WEAR RED DAY Marks pertain, and the goodwill connected with and symbolized by each of and/or all of the WEAR RED DAY Marks, including a co-equal right to sue third parties for all past, present and future infringement thereof; further authorizing and requesting the officials of the U.S. Patent and Trademark Office to issue any and all registrations resulting from the aforesaid applications for registration or any renewals thereof, when granted, to AHA and DHHS as co-owners of the entire right, title and interest in and to the same.

WHEREFORE, the parties have caused this Assignment to be duly executed and become effective on the last date of execution indicated below (the "Effective Date"):

UNITED STATES DEPARTMENT OF  
HEALTH & HUMAN SERVICES

AMERICAN HEART  
ASSOCIATION, INC.

Elizabeth G. Nabel  
Signature

M. Cass Wheeler  
Signature

Elizabeth G. Nabel M.D.  
Name

M. Cass Wheeler  
Name

Director, NHLBI  
Title

Chief Executive Officer  
Title

8-24 , 2007  
Date

8-28 , 2007  
Date

USPTO

1/11/2008 6:31:44 PM PAGE 5/006 Fax Server

TO: KATHLEEN COONEY-PORTER COMPANY: 1940 DUKE STREET

**ASSIGNMENT**

THIS ASSIGNMENT is made and entered into by and between the United States Department of Health & Human Services ("DHHS"), a Federal Agency organized under the laws of the United States, having an address of 31 Center Drive, MSC 2111, Room 2B-50, NJR Bldg. 31, Bethesda, Maryland 20892-2111, and American Heart Association, Inc. ("AHA"), a New York corporation having an address of 7272 Greenville Avenue, Dallas, Texas 75231-4596.

WHEREAS, AHA claims ownership of the following marks, and the federal (i.e., United States) applications therefor:

Mark	Ser. No./Filing Date	Goods/Services
NATIONAL WEAR RED DAY	Appl. Ser. No. 76/588,006 April 22, 2004	(Int'l Class: 25) T-shirts and hats (Int'l Class: 35) Promoting public awareness of the risks of cardiovascular disease and its prevention in women (Int'l Class: 44) Organizing, conducting and sponsoring an annual day-long event to provide and disseminate information in the field of women's cardiovascular disease and health
WEAR RED DAY	Appl. Ser. No. 76/637,820 May 3, 2005	(Int'l Class: 16) Bookmarks and posters (Int'l Class: 35) Promoting public awareness of cardiovascular disease in women by organizing and conducting a yearly all day event (Int'l Class: 44) Providing health information about cardiovascular disease in women
NATIONAL WEAR RED DAY FOR WOMEN	Appl. Ser. No. 76/637,898 May 3, 2005	(Int'l Class: 16) Bookmarks and posters (Int'l Class: 35) Promoting public awareness of cardiovascular disease in women by organizing and conducting a yearly all day event (Int'l Class: 44) Providing health information about cardiovascular disease in women

(the "WEAR RED DAY Marks") and;

WHEREAS, DHHS, intending to succeed to and be considered as a successor to a 50% interest in that portion of AHA's existing and ongoing business to which the marks pertain, wishes to acquire and AHA wishes to transfer a 50% interest in AHA's right, title and interest with respect to the WEAR RED DAY marks, including a co-equal right to sue third parties for all past, present and future infringement;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, AHA does hereby



USPTO

1/11/2008 6:31:44 PM PAGE 6/006 Fax Server

TO: KATHLEEN COONEY-PORTER COMPANY: 1940 DUKE STREET

sell, assign and transfer unto DHHS a 50% interest in AHA's right, title and interest with respect to the aforesaid WEAR RED DAY Marks, including any and all United States applications therefor and any resulting registrations issuing therefrom, and any and all applicable common law rights therein, together with 50% of that portion of the business of AHA to which the WEAR RED DAY Marks pertain, and the goodwill connected with and symbolized by each of and/or all of the WEAR RED DAY Marks, including a co-equal right to sue third parties for all past, present and future infringement thereof; further authorizing and requesting the officials of the U.S. Patent and Trademark Office to issue any and all registrations resulting from the aforesaid applications for registration or any renewals thereof, when granted, to AHA and DHHS as co-owners of the entire right, title and interest in and to the same.

WHEREFORE, the parties have caused this Assignment to be duly executed and become effective on the last date of execution indicated below (the "Effective Date"):

UNITED STATES DEPARTMENT OF  
HEALTH & HUMAN SERVICES

AMERICAN HEART  
ASSOCIATION, INC.

Elizabeth G. Nabel  
Signature

M. Cass Wheeler  
Signature

Elizabeth G. Nabel M.D.  
Name

M. Cass Wheeler  
Name

Director, NHLBI  
Title

Chief Executive Officer  
Title

8-24 2007  
Date

8-28 2007  
Date

**EXHIBIT 1**

**EXHIBIT 2**

**EXHIBIT 3**

**EXHIBIT 4**

**EXHIBIT 5**

USPTO

1/11/2008 6:31:44 PM PAGE 3/006 Fax Server

TO: KATHLEEN COONEY-PORTER COMPANY: 1940 DUKE STREET

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

**01/09/2008  
 900095974**

<b>SUBMISSION TYPE:</b>	<b>CORRECTIVE ASSIGNMENT</b>		
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the full name of the Assignor previously recorded on Reel 003809 Frame 0274. Assignor(s) hereby confirms the American Heart Association, Inc..		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
American Heart Association, Inc.		08/24/2007	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
Name:	United States Department of Health and Human Services		
Street Address:	31 Center Drive, MSC 2111, NIH Bldg. 31		
Internal Address:	Room 2B-50		
City:	Bethesda		
State/Country:	MARYLAND		
Postal Code:	20892-2111		
Entity Type:	FEDERAL AGENCY: UNITED STATES		
<b>PROPERTY NUMBERS Total: 3</b>			
Property Type	Number	Word Mark	
Serial Number:	76688008	NATIONAL WEAR RED DAY	
Serial Number:	76637820	WEAR RED DAY	
Serial Number:	76637898	NATIONAL WEAR RED DAY FOR WOMEN	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(703)413-2220		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(703) 413-3000		
Email:	bndocket@oblon.com		
Correspondent Name:	Kathleen Cooney-Porter		
Address Line 1:	1940 Duke Street		
Address Line 4:	Alexandria, VIRGINIA 22314		
<b>ATTORNEY DOCKET NUMBER:</b>	291668US		

CH 530.00 76688008

USPTO

1/11/2008 6:31:44 PM PAGE 4/006 Fax Server

TO: KATHLEEN COONEY-PORTER COMPANY: 1940 DUKE STREET

NAME OF SUBMITTER:	Kathleen Cooney-Porter
Signature:	/kcp/
Date:	01/09/2008
Total Attachments: 2 source=DHHS EXECUTED ASSIGNMENT#page1.tif source=DHHS EXECUTED ASSIGNMENT#page2.tif	