

04-02-2008

Form PTO-1594 (Rev. 07/05)  
OMB Collection 0651-0027 (exp. 6/30/2008)

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



RECC  
TF

103493938

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

3-13-2008

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) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

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 Citizenship \_\_\_\_\_
- General Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship \_\_\_\_\_

Other Federal Agency Citizenship United States

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)

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

Execution Date(s) Filed January 9, 2008

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

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):

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: tmockett@oblon.com

6. Total number of applications and registrations involved:

3

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

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

8. Payment Information: If necessary

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

b. Deposit Account Number 502014

Authorized User Name Kathleen Cooney-Porter

9. Signature:

Signature

March 13, 2008

Date

Jeffrey S. Mollnoff

Name of Person Signing

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

13

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1460, Alexandria, VA 22313-1450

**ATTACHMENT**

**Corrective Assignment to correct full name of assignor previously recorded at Reel 003609  
Frame 0274 recording 50% assignment of interest in AHA's right, title and interest**

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TO: KATHLEEN COONEY-PORTER COMPANY: 1940 DUKE STREET

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.108/27/2007  
900085433

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		50% assignment of interest in AHA's right, title and interest	
CONVEYING PARTY DATA			
Name		Formerly	
Execution Date		Entity Type	
American Heart Association		08/24/2007 CORPORATION: NEW YORK	
RECEIVING PARTY DATA			
Name:		United States Department of Health and Human Services	
Street Address:		31 Center Drive, MSC 2111	
Internal Address:		Room 2B-50, NIH Building 31	
City:		Bethesda	
State/Country:		MARYLAND	
Postal Code:		20892	
Entity Type:		FEDERAL AGENCY: UNITED STATES	
PROPERTY NUMBERS Total: 3			
Property Type		Number	
Word Mark			
Serial Number:		76586006	
NATIONAL WEAR RED DAY			
Serial Number:		76637820	
WEAR RED DAY			
Serial Number:		76637898	
NATIONAL WEAR RED DAY FOR WOMEN			
CORRESPONDENCE DATA			
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:		bmdocket@oblon.com	
Correspondent Name:		Kathleen Cooney-Porter	
Address Line 1:		1940 Duke Street	
Address Line 4:		Alexandria, VIRGINIA 22314	
ATTORNEY DOCKET NUMBER:		278905US	
NAME OF SUBMITTER:		Kathleen Cooney-Porter	

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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	

**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	Appln. 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	Appln. 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	Appln. 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

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

8-20 , 2007  
Date