

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Kylie Jane Long Foundation		12/03/2008	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	American Cancer Society, Inc.		
Street Address:	250 Williams Street		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30303		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77387580	HOPE ON THE SLOPES	
CORRESPONDENCE DATA			
Fax Number:	(404)541-4607		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404 815 6500		
Email:	tadmin@kilpatrickstockton.com		
Correspondent Name:	William H. Brewster		
Address Line 1:	1100 Peachtree St. NE		
Address Line 2:	Suite 2800		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	A0090.356419		
NAME OF SUBMITTER:	Valetta A. Northcutt		
Signature:	/Val Northcutt/		
Date:	01/28/2009		

OP \$40.00 77387580

Total Attachments: 1
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ASSIGNMENT

THIS ASSIGNMENT is made as of the 3rd day of December, 2008 between The Kyli : Jane Long Foundation, an Ohio corporation, with its principal place of business at P.O. Box 645, Bath, Ohio 44210, ("Assignor"), and American Cancer Society, Inc., a New York corporation, with its principal place of business 250 Williams Street, Atlanta, Georgia 30303 ("Assignee").

WHEREAS, Assignor is the owner of Serial No. 77/387580 for the mark HOPE ON THE SLOPES, which application was filed under Section 1(a) of the Lanham Act (the "Application");

WHEREAS, Assignor wishes to assign, grant and deliver exclusively to Assignee the Application and all rights, titles and interests of every kind and nature in and to the underlying mark, if any, together with the goodwill of the business symbolized by the Application and underlying mark, and all rights of action and claims, including actions and claims for past infringement, thereof;

NOW THEREFORE, in consideration of payment of the sum of ten dollars and other good and valuable consideration, the receipt and sufficiency of which are acknowledged, the parties agree as follows:

Assignor assigns to the Assignee, and Assignee accepts, full right, title and interest in the Application, including full right, title and interest, if any, in the underlying mark, together with the goodwill of the business symbolized by the underlying mark, to which the Application and the underlying mark pertain, and all rights of action and claims for past infringement.

THE KYLIE JANE LONG FOUNDATION

By: Elizabeth A. Long
Name: Elizabeth A. Long
Title: Executive Director