

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
Melissa Johnson		08/28/2009	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Heal The World Foundation		
Street Address:	44489 Town Center Way Ste. D 542		
City:	Palm Desert		
State/Country:	CALIFORNIA		
Postal Code:	92260		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77749562	CHARACTER MATTERS	
CORRESPONDENCE DATA			
Fax Number:	(760)262-8394		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	760-238-8911		
Email:	johnsonsw@hotm@il.com		
Correspondent Name:	Melissa Johnson		
Address Line 1:	41605 Goodrich st		
Address Line 4:	Indio, CALIFORNIA 92260		
NAME OF SUBMITTER:		Melissa Johnson	
Signature:		/Melissa Johnson/	
Date:		08/29/2009	
Total Attachments: 1 source=charactermatters016#page1.tif			

OP \$40.00 77749562

ASSIGNMENT

WHEREAS, Melissa Johnson, (hereinafter "Assignor"), a U.S. citizen with his address at 41605 Goodrich st, Indio, California 92203 is the owner of the following U.S. Trademark Registrations

1. Application No. 77749562 submitted June 02, 2009 - Character Matters

AND WHEREAS, HEAL THE WORLD FOUNDATION, (hereinafter "Assignee"), a California corporation having a mailing address at 44489 Town Center Way Ste. D542, Palm Desert, California 92260, is desirous of acquiring the entire right, title and interest in and to the said trademark application, the trademarks shown in said registrations, the goodwill of the business symbolized by said marks, and the right to sue for past infringements;

NOW, THEREFORE, for \$275 dollars and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, sell and transfer unto the said Assignee the entire right, title and interest in and to the said trademark registrations, and the trademarks shown in the said registrations, together with the goodwill of the business symbolized by said marks, the right of Assignor to conduct business under said trademarks, and the right to sue for past infringements of said marks.

Done, this ____19__ day of _____August_____, 2009.

/Melissa Johnson/

By: _____
Melissa Johnson