

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
CHELCUN FAMILY FUND FOR STOMACH CANCER RESEARCH, UA		10/08/2009	UNINC. ASSOCIATION: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	NO STOMACH FOR CANCER, INC.		
<b>Street Address:</b>	9202 Waterside Street		
<b>Internal Address:</b>	#203		
<b>City:</b>	Middleton		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53562		
<b>Entity Type:</b>	CORPORATION: WISCONSIN		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3590930	BE STRONG HEARTED	
<b>Serial Number:</b>	77745918	NO STOMACH 4 CANCER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(608)833-1566		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	608-833-1555		
<b>Email:</b>	beth@erklaw.com		
<b>Correspondent Name:</b>	Elizabeth T Russell		
<b>Address Line 1:</b>	402 Gammon Place		
<b>Address Line 2:</b>	Suite 270		
<b>Address Line 4:</b>	Madison, WISCONSIN 53719		
<b>NAME OF SUBMITTER:</b>	Elizabeth T Russell		
<b>Signature:</b>	/elizabeth russell/		

OP \$65.00 3590930

**900146107**

**TRADEMARK**  
**REEL: 004084 FRAME: 0586**

Date:

10/26/2009

Total Attachments: 2

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THIS AGREEMENT is entered into this 8th day of October, 2009 by and between CHELCUN FAMILY FUND FOR STOMACH CANCER RESEARCH, UA, an unincorporated association with its principal address at 9202 Waterside Street #203, Middleton, Wisconsin 53562 (Assignor) and NO STOMACH FOR CANCER, INC., a Wisconsin corporation with its principal address at 9202 Waterside Street #203, Middleton, Wisconsin 53562 (Assignee).

**RECITALS:**

- A. Assignor is the sole and exclusive owner of the United States trademark application and registration for the marks identified more fully in the attached Schedule A (collectively, the Trademarks), and further is the sole and exclusive owner of all business goodwill related therewith; and
- B. Assignee desires to acquire all rights, title, and interest in and to the Trademarks and all business goodwill related therewith.

**NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:**

Be it known that in consideration of the payment by Assignee to Assignor of the sum of one dollar (\$1.00) and other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers unto Assignee the full and exclusive entire right, title, and interest in and to the Trademarks, together with the goodwill of the business associated with the use of and symbolized by the Trademarks, and including, without limitation, all registration renewals therefor, all proceeds therefrom (including, but not limited to, all license royalties and proceeds of infringement suits) and the right to sue for past, present, and future infringements.

**IN WITNESS WHEREOF**, this Assignment has been duly executed on the day and year first above written.

Karen Chelcun Schreiber  
CHELCUN FAMILY FUND FOR STOMACH CANCER RESEARCH, UA  
By: Karen Chelcun Schreiber

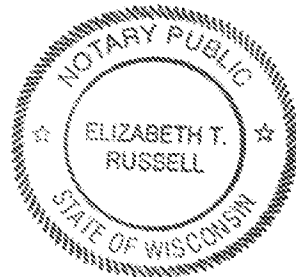
STATE OF WISCONSIN            )  
  ):SS  
COUNTY OF DANE            )

This document was acknowledged before me on the 8th day of October, 2009 by Karen Chelcun Schreiber.

Elizabeth T. Russell  
\_\_\_\_\_  
Signature of Notarial Officer

(Seal)

My commission is permanent or expires:



SCHEDULE A

<i>REGISTERED TRADEMARK</i>	<i>REGISTRATION NO.</i>	<i>REG. DATE</i>
<b>BE STRONG HEARTED</b>	3590930	March 17, 2009

<i>PENDING APPLICATION</i>	<i>SERIAL NO.</i>	<i>FILING DATE</i>
<b>NO STOMACH 4 CANCER</b>	7745918	May 27, 2009