

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
TRUE HEARTS, INC.		10/01/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Rita Wilson		
Street Address:	8383 Wilshire Blvd. Ste 500		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90211		
Entity Type:	INDIVIDUAL: UNITED STATES		
Name:	Cathy Waterman		
Street Address:	8383 Wilshire Blvd. Suite 500		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90211		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2867857	TRUE HEARTS	
CORRESPONDENCE DATA			
Fax Number:	(212)563-7108		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-244-4111		
Email:	sashab@shiboleth.com		
Correspondent Name:	Alexander Bau		
Address Line 1:	1 Penn Plaza Suite 2527		
Address Line 4:	New York, NEW YORK 10119		

OP \$40.00 2867857

NAME OF SUBMITTER:	alexander bau
Signature:	/ab/
Date:	10/26/2009
Total Attachments: 1 source=Confirmatory Assignment True Hearts Wilson 10-1-09#page1.tif	

CONFIRMATORY ASSIGNMENT

WHEREAS, True Hearts, Inc., a Delaware corporation, with an address c/o Meschures, Campeas, Thompson, Snyder & Pariser LLP, 8383 Wilshire Blvd., Suite 500, Beverly Hills, CA, 90211 ("Assignor"), was the owner of the U.S. Reg. No. 2,867,857 of TRUE HEARTS (the "Trademark");

WHEREAS, Rita Wilson, a U.S. citizen and Cathy Waterman, a U.S. citizen, as joint owners, both with an address of c/o Meschures, Campeas, Thompson, Snyder & Pariser LLP, 8383 Wilshire Blvd., Suite 500, Beverly Hills, CA, 90211 ("Assignees"), acquired said Trademark together with any and all associated goodwill in the Trademark, effective March 1, 2006;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby confirms the assignment to Assignees, effective March 1, 2006, of all right, title and interest in and to the Trademark and the registration therefor, together with any and all goodwill of the business symbolized by the Trademark, and with all claims arising out of or relating to the use or ownership of the Trademark.

TRUE HEARTS, INC.

By: _____

Name: Rita Wilson

Title: Officer with residual signing power

Date: 10/1/09