

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
Gregory Rutchik		10/16/2009	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	The Susan G. Komen Breast Cancer Foundation, Inc.		
Doing Business As:	DBA Susan G. Komen for the Cure		
Street Address:	5005 LBJ Freeway, Suite 250		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75244		
Entity Type:	CORPORATION: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77671305	CELEBRATE FOR A CURE	
CORRESPONDENCE DATA			
Fax Number:	(310)552-7031		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-551-8755		
Email:	arobertsonbora@gibsondunn.com		
Correspondent Name:	Mandy Robertson-Bora		
Address Line 1:	2029 Century Park East, 40th Floor		
Address Line 2:	Gibson, Dunn & Crutcher LLP		
Address Line 4:	Los Angeles, CALIFORNIA 90067-3026		
ATTORNEY DOCKET NUMBER:	90396-00001		
NAME OF SUBMITTER:	Mandy Robertson-Bora		
Signature:	/mandy robertson-bora/		

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 REEL: 004085 FRAME: 0551**

Date:

10/27/2009

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK

The undersigned Gregory Rutchik ("Assignor"), is the owner of the U.S. trademark application for "CELEBRATE FOR A CURE" (the "Mark"). For good and valuable consideration, upon the receipt and sufficiency of which are hereby set forth in that Agreement executed concurrently herewith, Assignor hereby sells, assigns, conveys, grants and transfers to The Susan G. Komen Breast Cancer Foundation, Inc. d/b/a Susan G. Komen for the Cure, a Texas non-profit corporation, and its successors and assigns ("Assignee"), in perpetuity, all right, title and interest of Assignor and his affiliates throughout the universe in and to the Mark, along with any and all of the goodwill associated with and represented and symbolized by the Mark, including all rights under Application Serial Number 77/671305 filed with the U.S. Patent and Trademark Office.

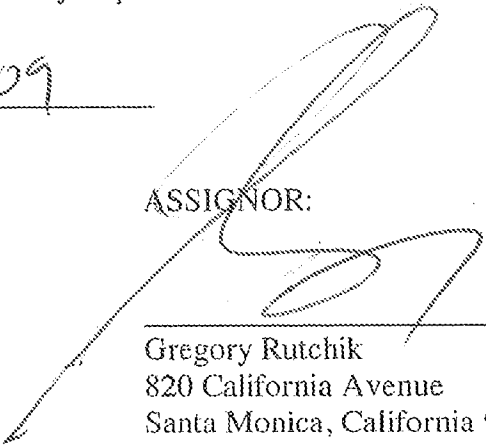
Assignor hereby grants and agrees that Assignee may obtain or cause to be obtained registrations of the Mark and renewals thereof in the United States, any State thereof and throughout the world, whether or not referred to herein, in Assignee's name as trademark proprietor, and hereby assigns to Assignee any and all rights which Assignor may have during any and all original and renewal terms of the Mark, throughout the world, including, without limitation, all causes of action for any and all infringement of the rights being assigned hereby and the right to retain the proceeds from such infringement claims. Assignee is hereby empowered to bring, prosecute, defend and appear in suits, actions and proceedings of any nature under or concerning the Mark, and any applications, registrations and renewals thereof, in its own name as trademark proprietor.

Assignor agrees to take such further actions and execute and deliver such additional documents as Assignee may reasonably request from time to time in order to effectuate the foregoing.

Dated as of:

10/16/09

ASSIGNOR:



Gregory Rutchik
820 California Avenue
Santa Monica, California 90403