

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jingle Heart, LLC		06/02/2010	LIMITED LIABILITY COMPANY: CONNECTICUT
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:	77642368	JINGLE 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:	pto-cc@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:	90396-00003		
NAME OF SUBMITTER:	Mandy Robertson-Bora		
Signature:	/mandy robertson-bora/		

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Date:

06/02/2010

Total Attachments: 2

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ASSIGNMENT

WHEREAS, Jingle Heart, LLC ("Jingle Heart"), a Connecticut domestic limited liability company located at 53 Masters Way, Manchester, CT 06040-7059, holds ownership of all right, title and interest in and to JINGLE FOR A CURE (the "Mark") shown in Application Serial No. 77/642,368 (the "Mark Application") in the United States Patent and Trademark Office.

WHEREAS, The Susan G. Komen Breast Cancer Foundation, Inc. d/b/a Susan G. Komen for the Cure ("Komen"), located at 5005 LBJ Freeway, Suite 250, Dallas, Texas 75244, desires to acquire all right, title and interest that Jingle Heart holds in and to the Mark and Mark Application.

NOW, THEREFORE, in consideration of the promises set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Jingle Heart hereby assigns, conveys, grants and transfers to Komen, in perpetuity, all right, title and interest of Jingle Heart 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 U.S. Trademark Application Serial No. 77/642,368.

To the extent of Jingle Heart's rights in the Mark, Jingle Heart hereby grants and agrees that Komen 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 Komen's name as trademark proprietor, and hereby assigns to Komen any and all rights which Jingle Heart 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. Komen 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.

Jingle Heart agrees to execute and deliver additional documents as Komen may reasonably request from time to time in order to effectuate the foregoing.

WHEREFORE, Jingle Heart and Komen state that they and/or their authorized representative have carefully read, been advised upon, understand and agree upon each and every term of this Agreement, to which they set their hand and seal below.

THE SUSAN G. KOMEN BREAST CANCER FOUNDATION, INC.
d/b/a SUSAN G. KOMEN FOR THE CURE

By: _____

Name:

Emily Callahan
Sr. Vice President, Global Marketing & Networks

Title: _____

Date: 5/25, 2010

JINGLE HEART, LLC

By: Lynne Ryan

Name: Lynne RYAN

Title: owner

Date: 6-2, 2010