

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
General Conferece Corporation of Seventh-day Adventists		07/08/2010	CORPORATION: DISTRICT OF COLUMBIA
RECEIVING PARTY DATA			
Name:	United States Department of Health and Human Services		
Street Address:	31 Center Drive		
Internal Address:	Bldg 31 Rm 2B-50		
City:	Bethesda		
State/Country:	MARYLAND		
Postal Code:	20892		
Entity Type:	FEDERAL AGENCY: UNITED STATES		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3060585	QUIT NOW!	
Registration Number:	3060586	QUIT NOW!	
CORRESPONDENCE DATA			
Fax Number:	(301)402-1034		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	301-496-6043		
Email:	johnsonmk@od.nih.gov		
Correspondent Name:	Melanye K. Johnson		
Address Line 1:	31 Center Drive		
Address Line 2:	Bldg 31 Rm 2B-50		
Address Line 4:	Bethesda, MARYLAND 20892		
NAME OF SUBMITTER:	Melanye K. Johnson		
Signature:	/Melanye K. Johnson/		

CH \$65.00 3060585

Date:

07/08/2010

Total Attachments: 1

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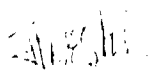
ASSIGNMENT

WHEREAS, General Conference Corporation of Seventh-day Adventists, (hereinafter "ASSIGNOR"), is the record owner of the trademarks QUIT NOW! and QUIT NOW! and design, which are the subject of United States Registrations Nos. 3,060,585 and 3,060, 586 respectively (referred to herein as the "QUIT NOW! Marks");

WHEREAS, by a separate Settlement Agreement executed December 10, 2009, ASSIGNOR agreed to convey the QUIT NOW! Marks to the United States Department of Health and Human Services, (hereinafter "ASSIGNEE") together with the goodwill of the business symbolized by the trademarks, the aforesaid registrations therefor and the right to recover damages for past acts of infringement, and is now desirous of confirming and making of record said conveyance.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR confirms that it has sold, assigned, transferred and conveyed and does hereby sell, assign, transfer and convey unto ASSIGNEE all rights, title and interest in and to the aforesaid QUIT NOW Marks, including United States Registrations Nos. 3,060,585 and 3,060,586, together with the goodwill of the business symbolized by the trademarks, and the right to recover damages for past acts of infringement.


GENERAL CONFERENCE CORPORATION
OF SEVENTH DAY ADVENTISTS
(Assignor)

By: 

Name: James E. West

Date: 7/10/10

U.S. DEPARTMENT OF HEALTH AND
HUMAN SERVICES
(Assignee)

By: 

Name: Melange K. Johnson

Date: July 8, 2010