

## 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	Entity Type
	Inkball, LLC		LIMITED LIABILITY COMPANY: COLORADO
RECEIVING PARTY DATA			
Name:	Heath Media, Inc.		
Street Address:	1581 Wood Road		
City:	Snowmass Village		
State/Country:	COLORADO		
Postal Code:	81615		
Entity Type:	CORPORATION: COLORADO		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	85327196	I AM WHO I AM
CORRESPONDENCE DATA			
Fax Number:	3122361097		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(312) 236-0733		
Email:	wniro@nshn.com		
Correspondent Name:	William L. Niro		
Address Line 1:	181 West Madison Street		
Address Line 2:	Suite 4600		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	TM 2494-1		
NAME OF SUBMITTER:	William L. Niro		
Signature:	/William L. Niro/		
Date:	02/07/2013		
Total Attachments: 1 source=Assignments_Ser 85327196#page1.tif			

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ASSIGNMENT OF TRADEMARK

This Assignment dated this 9<sup>th</sup> day of July, 2012 between Inkball, LLC, P.O. Box 5109, Aspen, Colorado 81611, herein referred to as "Assignor", and Heath Media, Inc., 1581 Wood Road, Snowmass Village, Colorado 81615, herein referred to as "Assignee".

Assignor has adopted and is using the mark which is applied for registration in the United States Patent Office, Serial No. 85327196 dated May 23, 2011, for "I AM WHO I AM" and Assignee is desirous of acquiring such mark and the application and registration thereof:

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee all rights, title and interests in and to said mark, the goodwill of the business symbolized by said mark, along with the application for registration and the registration of that mark.

Date 7/23/12

Inkball, LLC

By: 

Its: Eric M. Brown