

## 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
	Heath Media, Inc.		12/30/2012
	Entity Type CORPORATION: COLORADO		
RECEIVING PARTY DATA			
Name:	Mr. Nick Heath		
Street Address:	P.O. Box 6397		
City:	Snowmass Village		
State/Country:	COLORADO		
Postal Code:	81612		
Entity Type:	INDIVIDUAL: UNITED STATES		
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		
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Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	TM 2494-1		
NAME OF SUBMITTER:	William L. Niro		
Signature:	/William L. Niro/		
Date:	07/16/2013		
Total Attachments: 1 source=Assignment_Ser 85327196 [Heath to Heath]#page1.tif			

CH \$40.00 85327196

ASSIGNMENT OF TRADEMARK

This Assignment dated this 20<sup>th</sup> day of December, 2012 between Heath Media, Inc., 1581 Wood Road, PO Box 6397, Snowmass Village, Colorado 81615 herein referred to as "Assignor", and Nick Heath, PO Box 12317, Aspen, Colorado 81612, 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 30 December, 2012 Heath Media, Inc

By: Nick Heath

Its: President