

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
	Steven H. Goldstein, D.D.S., P.C.		06/24/2013
			Entity Type
			CORPORATION: ARIZONA
RECEIVING PARTY DATA			
Name:	Nationwide Children's Hospital		
Street Address:	700 Children's Drive		
City:	Columbus		
State/Country:	OHIO		
Postal Code:	43205		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	2886638	EVERYTHING MATTERS
CORRESPONDENCE DATA			
Fax Number:	2024678900		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	404-467-8810		
Email:	IPLaw@vorys.com		
Correspondent Name:	Cory M. Amron		
Address Line 1:	1909 K Street NW, 9th Floor		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006-1152		
ATTORNEY DOCKET NUMBER:	002830-211EVERYTHINGASSIG		
NAME OF SUBMITTER:	Joan C. Makley		
Signature:	/JC Makley/		
Date:	07/05/2013		
Total Attachments: 3 source=EVERYTHING MATTERS - Assignment for recordation#page1.tif source=EVERYTHING MATTERS - Assignment for recordation#page2.tif source=EVERYTHING MATTERS - Assignment for recordation#page3.tif			

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EXHIBIT A

TRADEMARK ASSIGNMENT

WHEREAS, Steven H. Goldstein, D.D.S., P.C., a professional corporation located at 10752 N. 89th Place, Suite 217 Scottsdale, AZ 85260, and Steven H. Goldstein, an individual residing at 3402 N GRANITE BLVD, SCOTTSDALE, AZ 85266, (individually and collectively, "Assignor") have adopted and used, and own rights in and to the mark EVERYTHING MATTERS;

WHEREAS, "Assignee" is an undisclosed principal represented by its agent, Name Rally, Inc., a Delaware corporation having its principal place of business at 3520 Overland Ave., Suite A161 Los Angeles, CA 90034, and desires to acquire the mark EVERYTHING MATTERS, and the goodwill associated therewith together with US Registration No. 2,886,638 filed on September 20, 2003 (collectively, the "Mark");

WHEREAS, Assignor and Assignee have executed an Agreement dated June __, 2013 regarding the acquisition of the Mark;

WHEREAS, Assignor and Assignee wish to record the assignment of the Mark to Assignee including but not limited to U.S. Registration No. 2,886,638;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor irrevocably assigns, conveys, and transfers to Assignee, and its respective successors and assigns, all right, title and interest in and to the Mark throughout the world, together with the goodwill symbolized by and associated with the Mark and together with all causes of action for infringement of such Mark and any and all rights to recover damages and profits arising therefrom as well as all applications and registrations for the Mark including but not limited to U.S. Registration No. 2,886,638 filed on September 20, 2003. Assignor will take all such further lawful actions and sign all such further documents, and provide all such materials as may be necessary or reasonably requested by Assignee to carry out the purposes of this Assignment, including providing Assignee, at Assignee's expense, with all reasonable assistance in the event that Assignee may find it necessary to prove that the Mark has been used continuously in trade or commerce.

This Assignment may be executed in any number of counterparts, each of which will be deemed an original, but all of which together will constitute one and the same instrument. Facsimile or electronic signatures will be deemed to be original signatures for all applicable purposes.

Assignor: Steven H. Goldstein, D/D.S., P.C.

By: Steven H. Goldstein
Name (print): STEVEN H. GOLDSTEIN
Title: DOCTOR
Date: JUNE 17, 2013

Assignee: An undisclosed third party principal by its agent, Name Realty, Inc.

By: Matt Bransby
Name (print): MATT BRANSBY
Title: PRESIDENT
Date: JUNE 24, 2013

Assignor: Steven H. Goldstein, an individual

By: Steven H. Goldstein
Date: JUNE 19, 2013

Acknowledgement Of Agency Relationship


Name Rally, Inc. was the agent for its undisclosed principal, Nationwide Children's Hospital, for the Agreement and Trademark Assignment with Steven H. Goldstein, D.D.S., P.C. and Steven H. Goldstein (an individual), fully executed on June 24, 2013, relating to EVERYTHING MATTERS.

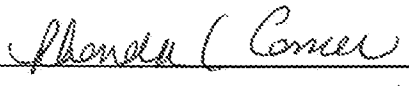
Agent:

Principal:

Name Rally, Inc.

Nationwide Children's Hospital


Name (Print): MATT BRANSBY
Title: PRESIDENT
Date: JUNE 24, 2013


Name (Print): Rhonda L. Come
Title: SV President
Date: 7/2/2013