

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM310945

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Healthy Directions, Inc.		02/20/2013	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Academy of Nutrition and Dietetics		
Street Address:	120 S. Riverside Plaza, Suite 2000		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60606		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2974949	8 HABITS OF HEALTHY KIDS	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312-357-1313		
Email:	mvalone@btlaw.com		
Correspondent Name:	BARNES & THORNBURG LLP		
Address Line 1:	P.O. Box 2786		
Address Line 4:	Chicago, ILLINOIS 60690		
ATTORNEY DOCKET NUMBER:	22979-706092		
NAME OF SUBMITTER:	Melissa A. Vallone		
SIGNATURE:	/mvalone/		
DATE SIGNED:	07/17/2014		
Total Attachments: 2			
source=Assignment Doc#page1.tif			
source=Assignment Doc#page2.tif			

CH \$40.00 2974949

ASSIGNMENT

Whereas, Healthy Directions, Inc. d/b/a Healthy Children Healthy Futures, a New York Not-for-Profit corporation with a business address at 418 East 71st Street, New York, NY 10021 ("Assignor"), is the owner of the mark identified in Exhibit A and of the U.S. trademark registration therefor ("the Trademark").

Whereas, Academy of Nutrition and Dietetics, an Illinois Not-for-Profit corporation with its principal place of business at 120 S. Riverside Plaza, Suite 2000, Chicago, IL 60606 ("Assignee"), wishes to acquire the Trademark.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title, and interest in and to the Trademark and its U.S. trademark registration, together with the goodwill of the business associated with the Trademark, and the right to sue and recover for past infringements, dilution, and other violations.

Healthy Directions, Inc.

By: 

Name: Betty Jean Carter

Title: Director

Date: Feb 20, 2013

EXHIBIT A

MARK

REG. NO.

REG. DATE

8 HABITS OF HEALTHY KIDS

2,974,949

July 19, 2005