

ESTTA Tracking number: **ESTTA552957**

Filing date: **08/08/2013**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	American Heart Association		
Entity	Corporation	Citizenship	New York
Address	7272 Greenville Avenue Dallas, TX 75231 UNITED STATES		

Attorney information	Robin L. Barnes Ross Barnes LLP 801 E. Campbell Rd Ste. 390 Richardson, TX 75081 UNITED STATES rbarnes@rossbarneslaw.com, docket@rossbarneslaw.com Phone:2144202260
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Applicant Information

Application No	85692812	Publication date	07/09/2013
Opposition Filing Date	08/08/2013	Opposition Period Ends	08/08/2013
Applicant	OPTIMISCORP 200 Mantua Road Pacific Palisades, CA 90272 UNITED STATES		

Goods/Services Affected by Opposition

Class 009. All goods and services in the class are opposed, namely: Computer software for use in performing health, fitness and wellness assessments and managing patient data for purposes of weight management, performance enhancement, injury prevention, wellness and rehabilitation
Class 044. All goods and services in the class are opposed, namely: Health assessment services, namely, providing metabolic assessment profiles (MAP) to clients obtained by using a portable metabolic measurement system in the nature of a unique heart-rate based overview of their own metabolism in order to assist in reaching weight loss, sports performance, health, fitness, and wellness-related goals; providing healthy lifestyles and nutrition services, namely, personal assessments, personalized routines, maintenance schedules, and counseling

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
The mark is merely descriptive	Trademark Act section 2(e)(1)
Dilution	Trademark Act section 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1721488	Application Date	02/01/1991
Registration Date	10/06/1992	Foreign Priority Date	NONE
Word Mark	AN ACTIVE PARTNERSHIP FOR THE HEALTH OF YOUR HEART		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1990/06/00 First Use In Commerce: 1990/11/00 prerecorded video and audio cassettes featuring cardiac rehabilitation Class 016. First use: First Use: 1990/06/00 First Use In Commerce: 1990/11/00 pamphlets, workbooks and manuals concerning cardiac rehabilitation		

U.S. Registration No.	2072127	Application Date	06/07/1994
Registration Date	06/17/1997	Foreign Priority Date	NONE
Word Mark	AMERICAN HEART ASSOCIATION		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1994/01/01 First Use In Commerce: 1994/01/01 educational computer software in the field of cardiovascular health, fitness, nutrition, and/or prevention or reduction of cardiovascular disease and stroke Class 016. First use: First Use: 1992/12/01 First Use In Commerce: 1992/12/01 printed pamphlets, brochures, manuals, books, cookbooks, booklets, leaflets, flyers, wallet cards, posters, informational sheets and newsletters, research monographs, journal reprints, charts, diagrams, posters, adhesive backed stickers, and kits comprising one or more of the foregoing materials, all relating to the promotion of cardiovascular health, fitness and nutrition, and/or the prevention or reduction of cardiovascular disease and stroke Class 036. First use: First Use: 1994/01/01 First Use In Commerce: 1994/01/01 charitable fundraising services for promoting research, education and other activities relating to cardiovascular health, fitness and nutrition, and/or the prevention or reduction of cardiovascular disease and stroke; promoting memorial donations to cardiovascular charity Class 041. First use: First Use: 1994/03/01 First Use In Commerce: 1994/03/01 educational services, namely, conducting seminars, courses, conferences and scientific session meetings, lectures and workshops, producing radio and television spots, relating to cardiovascular health, fitness and nutrition, and/or prevention or reduction of cardiovascular disease and stroke Class 042. First use: First Use: 1992/12/01 First Use In Commerce: 1992/12/01 association services, research and community services, namely, promoting public awareness of cardiovascular health, fitness and nutrition, and/or prevention or reduction of cardiovascular disease and stroke		

U.S. Registration No.	2072129	Application Date	06/07/1994
Registration Date	06/17/1997	Foreign Priority	NONE

		Date	
Word Mark	AMERICAN HEART ASSOCIATION		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 1994/01/01 First Use In Commerce: 1994/01/01 educational computer software in the field of cardiovascular health, fitness, nutrition, and/or prevention or reduction or cardiovascular disease and stroke</p> <p>Class 016. First use: First Use: 1992/12/01 First Use In Commerce: 1992/12/01 printed pamphlets, brochures, manuals, books, cookbooks, booklets, leaflets, flyers, wallet cards, posters, informational sheets and newsletters, research monographs, journal reprints, charts, diagrams, posters, adhesive backed stickers, and kits comprising one or more of the foregoing materials, all relating to the promotion of cardiovascular health, fitness and nutrition, and/or the prevention or reduction of cardiovascular disease and stroke</p> <p>Class 036. First use: First Use: 1994/01/01 First Use In Commerce: 1994/01/01 charitable fundraising services for promoting research, education and other activities relating to cardiovascular health, fitness and nutrition, and/or the prevention or reduction of cardiovascular disease and stroke; promoting memorial donations to cardiovascular charity</p> <p>Class 041. First use: First Use: 1994/03/01 First Use In Commerce: 1994/03/01 educational services, namely, conducting seminars, courses, conferences and scientific session meetings, lectures and workshops, producing radio and television spots, relating to cardiovascular health, fitness and nutrition, and/or prevention or reduction of cardiovascular disease and stroke</p> <p>Class 042. First use: First Use: 1992/12/01 First Use In Commerce: 1992/12/01 promoting public awareness of cardiovascular health, fitness and nutrition, and/or prevent or reduction of cardiovascular disease and stroke</p>		

U.S. Registration No.	3038954	Application Date	08/27/2003
Registration Date	01/10/2006	Foreign Priority Date	NONE
Word Mark	HEARTSAVER CPR IN SCHOOLS		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2001/04/00 First Use In Commerce: 2001/04/00 Educational materials, namely, pre-recorded videotapes for use in teaching steps for performing cardiopulmonary resuscitation (CPR) and emergency actions for choking, as well as child safety and injury prevention, signs and signals of cardiac arrest and stroke, and automated external defibrillation</p> <p>Class 016. First use: First Use: 2001/04/00 First Use In Commerce: 2001/04/00 Educational materials, namely, books for use in teaching steps for performing cardiopulmonary resuscitation(CPR) and emergency actions for choking, as well as child safety and injury prevention, signs and signals of cardiac arrest and stroke, and automated external defibrillation</p> <p>Class 035. First use: First Use: 2001/04/00 First Use In Commerce: 2001/04/00 Promoting public awareness of the need for cardiopulmonary resuscitation (CPR) education in schools and the distribution of information and materials related thereto</p>		

U.S. Registration No.	3071489	Application Date	12/01/2003
Registration Date	03/21/2006	Foreign Priority Date	NONE
Word Mark	AMERICAN HEART ASSOCIATION LEARN AND LIVE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2004/11/00 First Use In Commerce: 2004/11/00 Educational computer software featuring instruction in the field of cardiovascular health, fitness, nutrition, and/or prevention or reduction of cardiovascular disease and stroke</p> <p>Class 016. First use: First Use: 2003/11/00 First Use In Commerce: 2003/11/00 Printed pamphlets, brochures, manuals, books, cookbooks, booklets, leaflets, flyers, wallet cards, posters, informational sheets and newsletters, research monographs, journal reprints, charts, diagrams, posters, adhesive backed stickers, and kits comprising one or more of the foregoing materials, all relating to the promotion of cardiovascular health, fitness and nutrition, and/or the prevention or reduction of cardiovascular disease and stroke</p> <p>Class 035. First use: First Use: 2003/11/00 First Use In Commerce: 2003/11/00 Association services, namely, promoting cardiovascular health, fitness and nutrition and/or the prevention or reduction of cardiovascular disease and stroke; promoting public awareness of the need for community education in the field of cardiovascular health, fitness and nutrition and/or prevention or reduction of cardiovascular disease and stroke; promoting research in the field of cardiovascular health, fitness and nutrition and/or prevention or reduction of cardiovascular disease and stroke</p> <p>Class 036. First use: First Use: 2003/11/00 First Use In Commerce: 2003/11/00 Charitable [fund-raising] *fund-raising* services for promoting research, education and other activities relating to cardiovascular health, fitness and nutrition, [and or] *and/or* the prevention or reduction of cardiovascular disease and stroke; promoting memorial donations to cardiovascular charity</p> <p>Class 041. First use: First Use: 2004/11/00 First Use In Commerce: 2004/11/00 Educational services, namely, conducting seminars, courses, conferences and scientific session meetings, lectures and workshops, producing radio and television advertisements relating to cardiovascular health, fitness and nutrition, and/or prevention or reduction of cardiovascular disease and stroke</p>		

U.S. Registration No.	3450148	Application Date	11/21/2006
Registration Date	06/17/2008	Foreign Priority Date	NONE
Word Mark	HEART INSIGHT		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2007/02/14 First Use In Commerce: 2007/02/14 DOWNLOADABLE ELECTRONIC PUBLICATIONS IN THE NATURE OF MAGAZINES IN THE FIELDS OF GENERAL HEALTH AND HEART HEALTH</p> <p>Class 016. First use: First Use: 2007/02/14 First Use In Commerce: 2007/02/14 MAGAZINES IN THE FIELDS OF GENERAL HEALTH AND HEART HEALTH</p>		

U.S. Registration No.	3684248	Application Date	09/02/2008
Registration Date	09/15/2009	Foreign Priority Date	NONE
Word Mark	HEARTHUB		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 044. First use: First Use: 2008/04/25 First Use In Commerce: 2008/04/25 Providing a website featuring information on health, namely, cardiovascular disease and stroke		

U.S. Registration No.	3698272	Application Date	03/19/2009
Registration Date	10/20/2009	Foreign Priority Date	NONE
Word Mark	THE HEART OF DIABETES		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2008/01/31 First Use In Commerce: 2008/01/31 Pre-recorded CDs in the field of diabetes and cardiovascular disease Class 016. First use: First Use: 2002/09/30 First Use In Commerce: 2002/09/30 Books in the field of diabetes and cardiovascular disease; Brochures about diabetes and cardiovascular disease Class 041. First use: First Use: 2002/09/30 First Use In Commerce: 2002/09/30 Educational services, namely, providing patient education programs in the fields of diabetes and cardiovascular disease; Providing a web site that features informal instruction on diabetes and cardiovascular disease		

U.S. Registration No.	3708114	Application Date	03/19/2009
Registration Date	11/10/2009	Foreign Priority Date	NONE
Word Mark	THE HEART OF DIABETES		
Design Mark			
Description of Mark	The mark consists of a figure of a person with a circle as the head, heart as the body, and curved lines to represent the arms and legs, above the wording "the Heart of Diabetes".		
Goods/Services	Class 009. First use: First Use: 2008/01/31 First Use In Commerce: 2008/01/31 Pre-recorded CDs featuring diabetes and cardiovascular disease information Class 016. First use: First Use: 2002/09/30 First Use In Commerce: 2002/09/30 Books in the field of diabetes and cardiovascular disease; Brochures about diabetes and cardiovascular disease Class 041. First use: First Use: 2002/09/30 First Use In Commerce: 2002/09/30 Educational services, namely, providing patient education programs in the fields of diabetes and cardiovascular disease; Providing a web site that features informal instruction on diabetes and cardiovascular disease		

U.S. Registration No.	4324877	Application Date	02/03/2011
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Registration Date	04/23/2013	Foreign Priority Date	NONE
Word Mark	MY HEART. MY LIFE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2011/08/00 First Use In Commerce: 2011/08/00 Downloadable electronic newsletters in the field of healthy nutrition and exercise</p> <p>Class 016. First use: First Use: 2011/09/00 First Use In Commerce: 2011/09/00 Booklets in the field of healthy nutrition and exercise; brochures about healthy nutrition and exercise; manuals in the field of healthy nutrition and exercise; posters; charts in the field of healthy nutrition and exercise; diagrams in the field of healthy nutrition and exercise; educational materials, namely, workbooks in the field of healthy nutrition and exercise</p> <p>Class 035. First use: First Use: 2011/08/00 First Use In Commerce: 2011/08/00 Producing radio and television public service announcements in the field of healthy nutrition and exercise</p> <p>Class 036. First use: First Use: 2011/08/00 First Use In Commerce: 2011/08/00 Charitable fundraising</p> <p>Class 041. First use: First Use: 2011/09/00 First Use In Commerce: 2011/09/00 Providing a website featuring information about exercise; seminars, classes, workshops and lectures in the field of healthy nutrition and exercise; providing a website featuring non-downloadable web-based videos in the field of exercise</p> <p>Class 044. First use: First Use: 2011/07/00 First Use In Commerce: 2011/07/00 Providing a website featuring information about healthy nutrition; providing a website featuring non-downloadable web-based videos in the field of healthy nutrition</p>		

U.S. Registration No.	4335545	Application Date	07/26/2011
Registration Date	05/14/2013	Foreign Priority Date	NONE
Word Mark	SIMPLE COOKING WITH HEART		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 016. First use: First Use: 2011/09/30 First Use In Commerce: 2011/09/30 Booklets in the field of health, wellness and nutrition; brochures about health wellness and nutrition; flyers about health wellness and nutrition</p> <p>Class 035. First use: First Use: 2011/09/30 First Use In Commerce: 2011/09/30 Promoting public awareness of nutrition and its effect on health; producing radio and television commercials and public service announcements about health wellness and nutrition</p> <p>Class 041. First use: First Use: 2011/09/30 First Use In Commerce: 2011/09/30 Education services, namely, providing seminars, classes and workshops in the field of health wellness and nutrition; training services in the field of basic culinary skills and providing instruction in the field of nutrition; educational services, namely, providing online instruction in the field of culinary arts</p> <p>Class 044. First use: First Use: 2011/09/30 First Use In Commerce: 2011/09/30 Providing information, news and commentary in the field of nutrition, health and wellness; providing a website featuring information about health, wellness and</p>		

	nutrition
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Attachments	Notice of Opposition - HEART 85692812 with Exhibits pdf.pdf(3269044 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Robin L. Barnes/
Name	Robin L. Barnes
Date	08/08/2013

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In re Serial No.: 85/692,812

AMERICAN HEART ASSOCIATION, INC.
Opposer,

v.

OPTIMISCORP
Applicant.

§
§
§
§
§
§
§

Opposition No. _____

NOTICE OF OPPOSITION

American Heart Association, Inc. ("AHA" or "Opposer") is a New York Corporation having its principal place of business at 7272 Greenville Ave., Dallas, Texas 75231. AHA believes that it will be damaged by the registration of the mark HEART as applied-for in U.S. Trademark Application Serial No. 85/692,812 and hereby opposes that application.

As grounds for the opposition, AHA alleges as follows:

1. On information and believe, Applicant OPTIMISCORP ("Applicant") is a Delaware corporation having its principal place of business at 200 Mantau Road, Pacific Palisades, California 90272.

2. Applicant filed U.S. Trademark Application Serial No. 85/692,812 (the "Application") on August 1, 2012 seeking registration of the mark HEART for various health related goods and services.

3. The goods and services currently identified in the Application are as follows: "computer software for use in performing health, fitness and wellness

assessments and managing patient data for purposes of weight management, performance enhancement, injury prevention, wellness and rehabilitation” in International Class 009 and “health assessment services, namely, providing metabolic assessment profiles (MAP) to clients obtained by using a portable metabolic measurement system in the nature of a unique heart-rate based overview of their own metabolism in order to assist in reaching weight loss, sports performance, health, fitness, and wellness-related goals; providing healthy lifestyles and nutrition services, namely, personal assessments, personalized routines, maintenance schedules, and counseling” in International Class 044.

4. The Application was originally filed as a use-based application, claiming a date of first use of April 24, 2012 in both International Classes 009 and 044. The Examiner rejected Applicant's specimen and the Application was subsequently amended to an ITU application.

5. Opposer AHA is an organization dedicated to funding research and advocating for public health policies to promote heart health, and educating the public on a variety of heart health related issues, including the importance of nutrition, healthy eating, weight management, and fitness on heart health. AHA was founded in 1924 and today has 144 local offices throughout the U.S. Throughout its history, AHA has used numerous trademarks and service marks incorporating the word “Heart” along with other wording and/or designs and these marks have become known to the public as identifying AHA as the source of the goods or services with which they are used.

6. Opposer AHA is the owner of the following U.S. Trademark Registrations incorporating the word “Heart” and including goods and/or services in International Classes 009 and 044:

Reg. No.	Mark	Goods/Services
1,721,488	AN ACTIVE PARTNERSHIP FOR THE HEALTH OF YOUR HEART & Design	prerecorded video and audio cassettes featuring cardiac rehabilitation in IC 009 (first use in commerce November 1990)
2,072,127	AMERICAN HEART ASSOCIATION	educational computer software in the field of cardiovascular health, fitness, nutrition, and/or prevention or reduction of cardiovascular disease and stroke in IC 009 (first use in commerce January 1, 1994)
2,072,129	AMERICAN HEART ASSOCIATION & Design	educational computer software in the field of cardiovascular health, fitness, nutrition, and/or prevention or reduction or cardiovascular disease and stroke in IC 009 (first use in commerce January 1, 1994)
3,038,954	HEARTSAVER CPR IN SCHOOLS	educational materials, namely, pre-recorded videotapes for use in teaching steps for performing cardiopulmonary resuscitation (CPR) and emergency actions for choking, as well as child safety and injury prevention, signs and signals of cardiac arrest and stroke, and automated external defibrillation in IC 009 (first use in commerce April 2001)
3,071,489	AMERICAN HEART ASSOCIATION LEARN AND LIVE & Design	educational computer software featuring instruction in the field of cardiovascular health, fitness, nutrition, and/or prevention or reduction of cardiovascular disease and stroke in IC 009 (first use in commerce November 2004)

Reg. No.	Mark	Goods/Services
3,450,148	HEART INSIGHT	downloadable electronic publications in the nature of magazines in the fields of general health and heart health in IC 009 (first use in commerce February 14, 2007)
3,684,248	HEARTHUB	providing a website featuring information on health, namely, cardiovascular disease and stroke in IC 044 (first use in commerce April 25, 2008)
3,698,272	THE HEART OF DIABETES	pre-recorded CDs in the field of diabetes and cardiovascular disease in IC 009 (first use in commerce January 31, 2008)
3,708,114	THE HEART OF DIABETES & Design	pre-recorded CDs featuring diabetes and cardiovascular disease information in IC 009 (first use in commerce January 31, 2008)
4,324,877	MY HEART. MY LIFE	downloadable electronic newsletters in the field of healthy nutrition and exercise in IC 009 (first use in commerce August 2011); providing a website featuring information about healthy nutrition; providing a website featuring non-downloadable web-based videos in the field of healthy nutrition in IC 044 (first use in commerce July 2011)
4,335,545	SIMPLE COOKING WITH HEART	providing information, news and commentary in the field of nutrition, health and wellness; providing a website featuring information about health, wellness and nutrition in IC 044 (first use in commerce September 30, 2011)

7. Opposer AHA has used each of the above-referenced marks in interstate commerce since at least as early as the dates of first use in commerce as stated in the registrations. AHA's use of these marks in interstate commerce predates the August 1, 2012 filing date of the Application being opposed and predates the April 24, 2012 date originally alleged to be the date of first use in commerce for Applicant's HEART mark. Printouts of TESS information for each registration is attached hereto as Exhibits 1-11.

8. Opposer AHA is also the co-owner of U.S. Trademark Application Serial No. 85/432,880 for the mark HEART NATION filed on September 27, 2011 for the following services: "providing a website featuring content regarding healthy living and lifestyle wellness" in International Class 044. A printout of TESS information for this application is attached as Exhibit 12. Opposer's application for HEART NATION predates the filing of the Application being opposed.

9. Opposer AHA is also the owner of common law rights in the mark AMERICAN HEART ASSOCIATION as used in interstate commerce in connection with online health assessments, including information and assessments of fitness, nutrition, weight, heart health, and blood pressure. Such rights are demonstrated, in part, through use on AHA's website at:

- http://www.heart.org/HEARTORG/Conditions/More/ToolsForYourHeartHealth/Assess-Your-Health_UCM_318042_Article.jsp (see Exhibit 13)
- http://www.heart.org/beatyourrisk/en_US/hbpRiskCalc.html (see Exhibit 14)
- http://www.heart.org/HEARTORG/Conditions/Diabetes/DiabetesToolsResources/My-Diabetes-Health-Assessment_UCM_313901_Article.jsp (see Exhibit 15)

- http://www.heart.org/HEARTORG/Conditions/HeartAttack/HeartAttackToolsResources/Heart-Attack-Risk-Assessment_UCM_303944_Article.jsp (see Exhibit 16)
- https://www.heart.org/gglRisk/main_en_US.html (see Exhibit 17)
- http://www.heart.org/HEARTORG/GettingHealthy/WeightManagement/BodyMassIndex/Body-Mass-Index-BMI-Calculator_UCM_307849_Article.jsp (see Exhibit 18)
- <http://mylifecheck.heart.org/Default.aspx?NavID=1&CultureCode=en-US> (see Exhibit 19).

10. Opposer AHA has been using the AMERICAN HEART ASSOCIATION mark in interstate commerce in connection with the above-referenced health related assessments since before the August 1, 2012 filing date of the Application being opposed and before the April 24, 2012 date originally alleged to be the date of first use in commerce for Applicant's HEART mark.

11. Opposer AHA alleges that there is a likelihood of confusion between Applicant's applied-for mark, HEART, and AHA's prior U.S. Registrations for the above-referenced marks containing the word HEART. Opposer AHA further alleges that there is a likelihood of confusion between Applicant's applied-for mark, HEART, and AHA's pending application for HEART NATION and AHA's common law rights in the AMERICAN HEART ASSOCIATION mark. Each of these marks includes the word HEART. Several of AHA's marks include HEART as the first word or first part of the mark. Additionally, Opposer AHA's AMERICAN HEART ASSOCIATION mark is a famous mark and is entitled to a wide latitude of legal protection in assessing whether there is a likelihood of confusion. The goods and services identified in the Application

are identical to or highly similar to those identified in AHA's registrations, its HEART NATION application, and for which AHA has common law rights in connection with the AMERICAN HEART ASSOCIATION mark. As such, there is a likelihood that the public will be confused or deceived regarding an affiliation between Opposer AHA and Applicant, or a sponsorship or approval of Applicant's goods and services by AHA, or as to the source of these goods or services. Accordingly, registration of the mark in the Application should be refused under Section 2(d), 15 U.S.C. § 1052(d).

12. Opposer AHA further alleges that its mark, AMERICAN HEART ASSOCIATION, is a famous mark and has been a famous mark since well before the August 1, 2012 filing date of the Application being opposed and well before the April 24, 2012 date originally alleged to be the date of first use in commerce for Applicant's HEART mark. AHA alleges that Applicant's HEART mark, when applied to the goods and services identified in the Application and used in commerce, is likely to cause dilution by blurring, diminishing the ability of AHA's famous AMERICAN HEART ASSOCIATION mark to identify and distinguish AHA's goods and services under 15 U.S.C. § 1025(c). Accordingly, registration of the mark in the Application should be refused.

13. Opposer AHA further alleges that registration of Applicant's HEART mark should be refused under Section 2(e), 15 U.S.C. § 1052(e) as it is merely descriptive of the goods and services identified in the Application. The applied-for mark consists solely of the word HEART, which describes a quality, characteristic, function, feature, or purpose of the goods and services specified in the Application. Those goods and services are all related to health assessments, including weight management and general wellness/health. It is well known that general wellness/health includes heart or

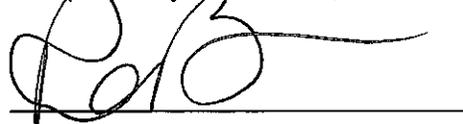
cardiovascular health and that weight management is an important factor in heart health. Moreover, the identification of services in International Class 044 in the Application specifies that the services include a "heart-rate based overview." As such, the applied for mark is merely descriptive of the goods and services identified in the Application.

14. Opposer AHA believes that it will be damaged if Applicant is granted a registration on the HEART mark for the goods and services identified in the Application. In addition to a likelihood of confusion and likelihood of dilution, AHA believes that a registration for a mark solely consisting of the single word HEART in connection with health related goods and services may unfairly prevent AHA from adopting and seeking registration for future marks including the word "Heart" in connection with similar health related goods and services.

WHEREFORE, Opposer AHA respectfully prays that this Opposition be sustained and that Applicant be refused registration on U.S. Serial No. 85/692,812 for the mark HEART.

Opposer is paying the filing fee for this Notice of Opposition concurrently with electronic filing. Please charge any additional fees that may be required or credit any overpayment to Deposit Account No. 50-5965 of Ross Barnes LLP.

Respectfully submitted,



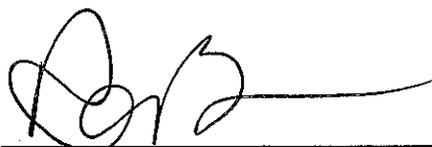
Robin L. Barnes

August 8, 2013
ROSS BARNES LLP
801 E. CAMPBELL, SUITE 390
Richardson, Texas 75081
(214) 420-2300 Telephone
(214) 420-2299 Facsimile

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing NOTICE OF OPPOSITION related to U.S. Application Serial No. 85/692,812 has been served on Rachel Blue, attorney of record for Applicant, by mailing said copy on August 8, 2013, via First Class Mail, postage prepaid (or insert other appropriate method of delivery) to:

Rachel Blue
McAfee & Taft
1717 S. Boulder, Suite 900
Tulsa, Oklahoma 74119

A handwritten signature in black ink, appearing to read 'Robin L. Barnes', written over a horizontal line.

Robin L. Barnes

EXHIBIT 1



United States Patent and Trademark Office

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Trademarks > Trademark Electronic Search System (TESS)

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AN ACTIVE PARTNERSHIP
for the Health of Your Heart

Word Mark	AN ACTIVE PARTNERSHIP FOR THE HEALTH OFYOUR HEART
Goods and Services	IC 009. US 021 036. G & S: prerecorded video and audio cassettes featuring cardiac rehabilitation. FIRST USE: 19900600. FIRST USE IN COMMERCE: 19901100
	IC 016. US 038. G & S: pamphlets, workbooks and manuals concerning cardiac rehabilitation. FIRST USE: 19900600. FIRST USE IN COMMERCE: 19901100
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	02.11.01 - Hearts excluding hearts as carriers or depicted on playing cards 02.11.07 - Arms; Fingers; Hands; Human hands, fingers, arms 26.09.01 - Squares as carriers or squares as single or multiple line borders
Serial Number	74135479
Filing Date	February 1, 1991
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	July 14, 1992
Registration Number	1721488
Registration Date	October 6, 1992
Owner	(REGISTRANT) AMERICAN HEART ASSOCIATION, INC. CORPORATION NEW YORK 7320 Greenville Avenue Dallas TEXAS 752314599
Attorney of Record	Simor L. Moskowitz
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20021126.

Renewal 1ST RENEWAL 20021126
Live/Dead Indicator LIVE

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [Browse Data](#) [SEARCH OG](#) [TOP](#) [HELP](#)



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Int. Cls.: 9 and 16

Prior U.S. Cls.: 21, 36 and 38

United States Patent and Trademark Office **Reg. No. 1,721,488**
Registered Oct. 6, 1992

**TRADEMARK
PRINCIPAL REGISTER**



AN ACTIVE PARTNERSHIP
for the Health of Your Heart

AMERICAN HEART ASSOCIATION, INC.
(NEW YORK CORPORATION)
7320 GREENVILLE AVENUE
DALLAS, TX 752314599

FOR: PRERECORDED VIDEO AND AUDIO
CASSETTES FEATURING CARDIAC REHA-
BILITATION, IN CLASS 9 (U.S. CLS. 21 AND
36).

FIRST USE 6-0-1990; IN COMMERCE
11-0-1990.

FOR: PAMPHLETS, WORKBOOKS AND
MANUALS CONCERNING CARDIAC REHA-
BILITATION, IN CLASS 16 (U.S. CL. 38).

FIRST USE 6-0-1990; IN COMMERCE
11-0-1990.

SER. NO. 74-135,479, FILED 2-1-1991.

MICHAEL J. BURKE, EXAMINING ATTORNEY

EXHIBIT 2



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Typed Drawing

Word Mark AMERICAN HEART ASSOCIATION

Goods and Services IC 009. US 021 023 026 036 038. G & S: educational computer software in the field of cardiovascular health, fitness, nutrition, and/or prevention or reduction of cardiovascular disease and stroke. FIRST USE: 19940101. FIRST USE IN COMMERCE: 19940101

IC 016. US 002 005 022 023 029 037 038 050. G & S: printed pamphlets, brochures, manuals, books, cookbooks, booklets, leaflets, flyers, wallet cards, posters, informational sheets and newsletters, research monographs, journal reprints, charts, diagrams, posters, adhesive backed stickers, and kits comprising one or more of the foregoing materials, all relating to the promotion of cardiovascular health, fitness and nutrition, and/or the prevention or reduction of cardiovascular disease and stroke. FIRST USE: 19921201. FIRST USE IN COMMERCE: 19921201

IC 036. US 100 101 102. G & S: charitable fundraising services for promoting research, education and other activities relating to cardiovascular health, fitness and nutrition, and/or the prevention or reduction of cardiovascular disease and stroke; promoting memorial donations to cardiovascular charity. FIRST USE: 19940101. FIRST USE IN COMMERCE: 19940101

IC 041. US 100 101 107. G & S: educational services, namely, conducting seminars, courses, conferences and scientific session meetings, lectures and workshops, producing radio and television spots, relating to cardiovascular health, fitness and nutrition, and/or prevention or reduction of cardiovascular disease and stroke. FIRST USE: 19940301. FIRST USE IN COMMERCE: 19940301

IC 042. US 100 101. G & S: association services, research and community services, namely, promoting public awareness of cardiovascular health, fitness and nutrition, and/or prevention or reduction of cardiovascular disease and stroke. FIRST USE: 19921201. FIRST USE IN COMMERCE: 19921201

Mark Drawing Code (1) TYPED DRAWING

Serial Number 74534539

Filing Date June 7, 1994

Current Basis 1A

Original Filing Basis 1B

February 6, 1996

**Published for
Opposition**

**Registration
Number** 2072127

**Registration
Date** June 17, 1997

Owner (REGISTRANT) AMERICAN HEART ASSOCIATION, INC. CORPORATION NEW YORK 7272
Greenville Avenue Dallas TEXAS 752314596

**Attorney of
Record** Simor L. Moskowitz

**Prior
Registrations** 1091140;1288391;1515756

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL-2(F)

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070704.

Renewal 1ST RENEWAL 20070704

**Live/Dead
Indicator** LIVE

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Int. Cls.: 9, 16, 36, 41, and 42

Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38,
50, 100, 101, 102, and 107

Reg. No. 2,072,127

United States Patent and Trademark Office

Registered June 17, 1997

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

AMERICAN HEART ASSOCIATION

AMERICAN HEART ASSOCIATION, INC.
(NEW YORK CORPORATION)
7272 GREENVILLE AVENUE
DALLAS, TX 752314596

FOR: EDUCATIONAL COMPUTER SOFTWARE IN THE FIELD OF CARDIOVASCULAR HEALTH, FITNESS, NUTRITION, AND/OR PREVENTION OR REDUCTION OF CARDIOVASCULAR DISEASE AND STROKE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-1-1994; IN COMMERCE 1-1-1994.

FOR: PRINTED PAMPHLETS, BROCHURES, MANUALS, BOOKS, COOKBOOKS, BOOKLETS, LEAFLETS, FLYERS, WALLET CARDS, POSTERS, INFORMATIONAL SHEETS AND NEWSLETTERS, RESEARCH MONOGRAPHS, JOURNAL REPRINTS, CHARTS, DIAGRAMS, POSTERS, ADHESIVE BACKED STICKERS, AND KITS COMPRISING ONE OR MORE OF THE FOREGOING MATERIALS, ALL RELATING TO THE PROMOTION OF CARDIOVASCULAR HEALTH, FITNESS AND NUTRITION, AND/OR THE PREVENTION OR REDUCTION OF CARDIOVASCULAR DISEASE AND STROKE, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 12-1-1992; IN COMMERCE 12-1-1992.

FOR: CHARITABLE FUNDRAISING SERVICES FOR PROMOTING RESEARCH, EDUCATION AND OTHER ACTIVITIES RELATING TO CARDIOVASCULAR HEALTH, FITNESS AND NUTRITION, AND/OR THE PREVEN-

TION OR REDUCTION OF CARDIOVASCULAR DISEASE AND STROKE; PROMOTING MEMORIAL DONATIONS TO CARDIOVASCULAR CHARITY, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-1-1994; IN COMMERCE 1-1-1994.

FOR: EDUCATIONAL SERVICES, NAMELY, CONDUCTING SEMINARS, COURSES, CONFERENCES AND SCIENTIFIC SESSION MEETINGS, LECTURES AND WORKSHOPS, PRODUCING RADIO AND TELEVISION SPOTS, RELATING TO CARDIOVASCULAR HEALTH, FITNESS AND NUTRITION, AND/OR PREVENTION OR REDUCTION OF CARDIOVASCULAR DISEASE AND STROKE, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-1-1994; IN COMMERCE 3-1-1994.

FOR: ASSOCIATION SERVICES, RESEARCH AND COMMUNITY SERVICES, NAMELY, PROMOTING PUBLIC AWARENESS OF CARDIOVASCULAR HEALTH, FITNESS AND NUTRITION, AND/OR PREVENTION OR REDUCTION OF CARDIOVASCULAR DISEASE AND STROKE, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 12-1-1992; IN COMMERCE 12-1-1992.

OWNER OF U.S. REG. NOS. 1,091,140, 1,288,391, AND 1,515,756.

✓ SEC. 2(F).

SN 74-534,539, FILED 6-7-1994.

DAVID H. STINE, EXAMINING ATTORNEY

EXHIBIT 3



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**Word Mark
Goods and
Services**

AMERICAN HEART ASSOCIATION

IC 009. US 021 023 026 036 038. G & S: educational computer software in the field of cardiovascular health, fitness, nutrition, and/or prevention or reduction or cardiovascular disease and stroke. FIRST USE: 19940101. FIRST USE IN COMMERCE: 19940101

IC 016. US 002 005 022 023 029 037 038 050. G & S: printed pamphlets, brochures, manuals, books, cookbooks, booklets, leaflets, flyers, wallet cards, posters, informational sheets and newsletters, research monographs, journal reprints, charts, diagrams, posters, adhesive backed stickers, and kits comprising one or more of the foregoing materials, all relating to the promotion of cardiovascular health, fitness and nutrition, and/or the prevention or reduction of cardiovascular disease and stroke. FIRST USE: 19921201. FIRST USE IN COMMERCE: 19921201

IC 036. US 100 101 102. G & S: charitable fundraising services for promoting research, education and other activities relating to cardiovascular health, fitness and nutrition, and/or the prevention or reduction of cardiovascular disease and stroke; promoting memorial donations to cardiovascular charity. FIRST USE: 19940101. FIRST USE IN COMMERCE: 19940101

IC 041. US 100 101 107. G & S: educational services, namely, conducting seminars, courses, conferences and scientific session meetings, lectures and workshops, producing radio and television spots, relating to cardiovascular health, fitness and nutrition, and/or prevention or reduction of cardiovascular disease and stroke. FIRST USE: 19940301. FIRST USE IN COMMERCE: 19940301

IC 042. US 100 101. G & S: promoting public awareness of cardiovascular health, fitness and nutrition, and/or prevent or reduction of cardiovascular disease and stroke. FIRST USE: 19921201. FIRST USE IN COMMERCE: 19921201

**Mark Drawing
Code**

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 02.11.01 - Hearts excluding hearts as carriers or depicted on playing cards
 13.01.02 - Blow torch; Propane torches; Torches; Welding torch
Serial Number 74534551
Filing Date June 7, 1994
Current Basis 1A
Original Filing Basis 1B
Published for Opposition February 6, 1996
Registration Number 2072129
Registration Date June 17, 1997
Owner (REGISTRANT) AMERICAN HEART ASSOCIATION, INC. CORPORATION NEW YORK 7272
 Greenville Avenue Dallas TEXAS 75231
Attorney of Record SIMOR L. MOSKOWITZ
Prior Registrations 0580093;1288391
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL-2(F)-IN PART
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070704.
Renewal 1ST RENEWAL 20070704
Live/Dead Indicator LIVE
Distinctiveness Limitation Statement as to "AMERICAN HEART ASSOCIATION"

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Int. Cls.: 9, 16, 36, 41, and 42

Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38,
50, 100, 101, 102, and 107

Reg. No. 2,072,129

United States Patent and Trademark Office Registered June 17, 1997

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

**American Heart
Association** 

AMERICAN HEART ASSOCIATION, INC.
(NEW YORK CORPORATION)
7272 GREENVILLE AVENUE
DALLAS, TX 752314596

FOR: EDUCATIONAL COMPUTER SOFTWARE IN THE FIELD OF CARDIOVASCULAR HEALTH, FITNESS, NUTRITION, AND/OR PREVENTION OR REDUCTION OF CARDIOVASCULAR DISEASE AND STROKE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-1-1994; IN COMMERCE 1-1-1994.

FOR: PRINTED PAMPHLETS, BROCHURES, MANUALS, BOOKS, COOKBOOKS, BOOKLETS, LEAFLETS, FLYERS, WALLET CARDS, POSTERS, INFORMATIONAL SHEETS AND NEWSLETTERS, RESEARCH MONOGRAPHS, JOURNAL REPRINTS, CHARTS, DIAGRAMS, POSTERS, ADHESIVE BACKED STICKERS, AND KITS COMPRISING ONE OR MORE OF THE FOREGOING MATERIALS, ALL RELATING TO THE PROMOTION OF CARDIOVASCULAR HEALTH, FITNESS AND NUTRITION, AND/OR THE PREVENTION OR REDUCTION OF CARDIOVASCULAR DISEASE AND STROKE, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 12-1-1992; IN COMMERCE 12-1-1992.

FOR: CHARITABLE FUNDRAISING SERVICES FOR PROMOTING RESEARCH, EDUCATION AND OTHER ACTIVITIES RELATING TO CARDIOVASCULAR HEALTH, FITNESS AND NUTRITION, AND/OR THE PREVENTION OR REDUCTION OF CARDIOVASCULAR DISEASE AND STROKE; PROMOTING MEMORIAL DONATIONS TO CARDIOVASCULAR CHARITY, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-1-1994; IN COMMERCE 1-1-1994.

FOR: EDUCATIONAL SERVICES, NAMELY, CONDUCTING SEMINARS, COURSES, CONFERENCES AND SCIENTIFIC SESSION MEETINGS, LECTURES AND WORKSHOPS, PRODUCING RADIO AND TELEVISION SPOTS, RELATING TO CARDIOVASCULAR HEALTH, FITNESS AND NUTRITION, AND/OR PREVENTION OR REDUCTION OF CARDIOVASCULAR DISEASE AND STROKE, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-1-1994; IN COMMERCE 3-1-1994.

FOR: PROMOTING PUBLIC AWARENESS OF CARDIOVASCULAR HEALTH, FITNESS AND NUTRITION, AND/OR PREVENT OR REDUCTION OF CARDIOVASCULAR DISEASE AND STROKE, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 12-1-1992; IN COMMERCE 12-1-1992.

OWNER OF U.S. REG. NOS. 580,093 AND 1,288,391.

2

2,072,129

SEC. 2(F) AS TO "AMERICAN HEART ASSO-
CIATION".

SN 74-534,551, FILED 6-7-1994.

DAVID H. STINE, EXAMINING ATTORNEY

EXHIBIT 4



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Typed Drawing

Word Mark	HEARTSAVER CPR IN SCHOOLS
Goods and Services	IC 009. US 021 023 026 036 038. G & S: Educational materials, namely, pre-recorded videotapes for use in teaching steps for performing cardiopulmonary resuscitation (CPR) and emergency actions for choking, as well as child safety and injury prevention, signs and signals of cardiac arrest and stroke, and automated external defibrillation. FIRST USE: 20010400. FIRST USE IN COMMERCE: 20010400
	IC 016. US 002 005 022 023 029 037 038 050. G & S: Educational materials, namely, books for use in teaching steps for performing cardiopulmonary resuscitation(CPR) and emergency actions for choking, as well as child safety and injury prevention, signs and signals of cardiac arrest and stroke, and automated external defibrillation. FIRST USE: 20010400. FIRST USE IN COMMERCE: 20010400
	IC 035. US 100 101 102. G & S: Promoting public awareness of the need for cardiopulmonary resuscitation (CPR) education in schools and the distribution of information and materials related thereto. FIRST USE: 20010400. FIRST USE IN COMMERCE: 20010400
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	76540860
Filing Date	August 27, 2003
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	October 18, 2005
Registration Number	3038954
Registration Date	January 10, 2006
Owner	(REGISTRANT) American Heart Association, Inc. CORPORATION NEW YORK 7272 Greenville Avenue Dallas TEXAS 752314596
Attorney of Record	SIMOR L. MOSKOWITZ

Prior Registrations 1495740

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CPR IN SCHOOLS" APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

Live/Dead Indicator LIVE

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Int. Cls.: 9, 16 and 35

Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, 50,
100, 101 and 102

Reg. No. 3,038,954

United States Patent and Trademark Office

Registered Jan. 10, 2006

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

HEARTSAVER CPR IN SCHOOLS

AMERICAN HEART ASSOCIATION, INC. (NEW
YORK CORPORATION)
7272 GREENVILLE AVENUE
DALLAS, TX 752314596

FOR: EDUCATIONAL MATERIALS, NAMELY,
PRE-RECORDED VIDEOTAPES FOR USE IN
TEACHING STEPS FOR PERFORMING CARDIO-
PULMONARY RESUSCITATION (CPR) AND
EMERGENCY ACTIONS FOR CHOKING, AS WELL
AS CHILD SAFETY AND INJURY PREVENTION,
SIGNS AND SIGNALS OF CARDIAC ARREST AND
STROKE, AND AUTOMATED EXTERNAL DEFI-
BRILLATION, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36
AND 38).

FIRST USE 4-0-2001; IN COMMERCE 4-0-2001.

FOR: EDUCATIONAL MATERIALS, NAMELY,
BOOKS FOR USE IN TEACHING STEPS FOR PER-
FORMING CARDIOPULMONARY RESUSCITA-
TION(CPR) AND EMERGENCY ACTIONS FOR
CHOKING, AS WELL AS CHILD SAFETY AND
INJURY PREVENTION, SIGNS AND SIGNALS OF
CARDIAC ARREST AND STROKE, AND AUTOMA-

TED EXTERNAL DEFIBRILLATION, IN CLASS 16
(U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 4-0-2001; IN COMMERCE 4-0-2001.

FOR: PROMOTING PUBLIC AWARENESS OF
THE NEED FOR CARDIOPULMONARY RESUSCI-
TATION (CPR) EDUCATION IN SCHOOLS AND
THE DISTRIBUTION OF INFORMATION AND MA-
TERIALS RELATED THERETO, IN CLASS 35 (U.S.
CLS. 100, 101 AND 102).

FIRST USE 4-0-2001; IN COMMERCE 4-0-2001.

OWNER OF U.S. REG. NO. 1,495,740.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "CPR IN SCHOOLS", APART FROM
THE MARK AS SHOWN.

SER. NO. 76-540,860, FILED 8-27-2003.

NANCY CLARKE, EXAMINING ATTORNEY

EXHIBIT 5



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Learn and Live

- Word Mark** AMERICAN HEART ASSOCIATION LEARN AND LIVE
- Goods and Services** IC 009. US 021 023 026 036 038. G & S: Educational computer software featuring instruction in the field of cardiovascular health, fitness, nutrition, and/or prevention or reduction of cardiovascular disease and stroke. FIRST USE: 20041100. FIRST USE IN COMMERCE: 20041100
- IC 016. US 002 005 022 023 029 037 038 050. G & S: Printed pamphlets, brochures, manuals, books, cookbooks, booklets, leaflets, flyers, wallet cards, posters, informational sheets and newsletters, research monographs, journal reprints, charts, diagrams, posters, adhesive backed stickers, and kits comprising one or more of the foregoing materials, all relating to the promotion of cardiovascular health, fitness and nutrition, and/or the prevention or reduction of cardiovascular disease and stroke. FIRST USE: 20031100. FIRST USE IN COMMERCE: 20031100
- IC 035. US 100 101 102. G & S: Association services, namely, promoting cardiovascular health, fitness and nutrition and/or the prevention or reduction of cardiovascular disease and stroke; promoting public awareness of the need for community education in the field of cardiovascular health, fitness and nutrition and/or prevention or reduction of cardiovascular disease and stroke; promoting research in the field of cardiovascular health, fitness and nutrition and/or prevention or reduction of cardiovascular disease and stroke. FIRST USE: 20031100. FIRST USE IN COMMERCE: 20031100
- IC 036. US 100 101 102. G & S: Charitable [fund-raising] *fund-raising* services for promoting research, education and other activities relating to cardiovascular health, fitness and nutrition, [and or] *and/or* the prevention or reduction of cardiovascular disease and stroke; promoting memorial donations to cardiovascular charity. FIRST USE: 20031100. FIRST USE IN COMMERCE: 20031100
- IC 041. US 100 101 107. G & S: Educational services, namely, conducting seminars, courses, conferences and scientific session meetings, lectures and workshops, producing radio and television advertisements relating to cardiovascular health, fitness and nutrition, and/or

prevention or reduction of cardiovascular disease and stroke. FIRST USE: 20041100. FIRST USE IN COMMERCE: 20041100

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 01.15.15 - Fire (flames), emanating from objects, words or numbers
02.11.13 - Hearts used as backgrounds or carriers
13.01.02 - Blow torch; Propane torches; Torches; Welding torch

Serial Number 76562331

Filing Date December 1, 2003

Current Basis 1A

Original Filing Basis 1B

Published for Opposition May 24, 2005

Change In Registration CHANGE IN REGISTRATION HAS OCCURRED

Registration Number 3071489

Registration Date March 21, 2006

Owner (REGISTRANT) American Heart Association, Inc. CORPORATION NEW YORK 7272 Greenville Avenue Dallas TEXAS 752314596

Attorney of Record SIMOR L. MOSKOWITZ

Prior Registrations 1091140;1288391;2072127;AND OTHERS

Description of Mark Color is not claimed as a feature of the mark.

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL-2(F)-IN PART

Affidavit Text SECT 15. SECT 8 (6-YR).

Live/Dead Indicator LIVE

Distinctiveness Limitation Statement as to "AMERICAN HEART ASSOCIATION"

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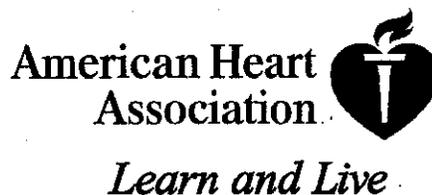
Int. Cls.: 9, 16, 35, 36, and 41

Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, 50,
100, 101, 102, and 107

Reg. No. 3,071,489

United States Patent and Trademark Office Registered Mar. 21, 2006

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER



AMERICAN HEART ASSOCIATION, INC. (NEW YORK CORPORATION)
7272 GREENVILLE AVENUE
DALLAS, TX 752314596

FOR: EDUCATIONAL COMPUTER SOFTWARE FEATURING INSTRUCTION IN THE FIELD OF CARDIOVASCULAR HEALTH, FITNESS, NUTRITION, AND/OR PREVENTION OR REDUCTION OF CARDIOVASCULAR DISEASE AND STROKE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 11-0-2004; IN COMMERCE 11-0-2004.

FOR: PRINTED PAMPHLETS, BROCHURES, MANUALS, BOOKS, COOKBOOKS, BOOKLETS, LEAFLETS, FLYERS, WALLET CARDS, POSTERS, INFORMATIONAL SHEETS AND NEWSLETTERS, RESEARCH MONOGRAPHS, JOURNAL REPRINTS, CHARTS, DIAGRAMS, POSTERS, ADHESIVE BACKED STICKERS, AND KITS COMPRISING ONE OR MORE OF THE FOREGOING MATERIALS, ALL RELATING TO THE PROMOTION OF CARDIOVASCULAR HEALTH, FITNESS AND NUTRITION, AND/OR THE PREVENTION OR REDUCTION OF CARDIOVASCULAR DISEASE AND STROKE, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 11-0-2003; IN COMMERCE 11-0-2003.

FOR: ASSOCIATION SERVICES, NAMELY, PROMOTING CARDIOVASCULAR HEALTH, FITNESS AND NUTRITION AND/OR THE PREVENTION OR REDUCTION OF CARDIOVASCULAR DISEASE AND STROKE; PROMOTING PUBLIC AWARENESS OF THE NEED FOR COMMUNITY EDUCATION IN THE FIELD OF CARDIOVASCULAR HEALTH, FITNESS AND NUTRITION AND/OR PREVENTION OR REDUCTION OF CARDIOVASCULAR DISEASE

AND STROKE; PROMOTING RESEARCH IN THE FIELD OF CARDIOVASCULAR HEALTH, FITNESS AND NUTRITION AND/OR PREVENTION OR REDUCTION OF CARDIOVASCULAR DISEASE AND STROKE, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-0-2003; IN COMMERCE 11-0-2003.

FOR: CHARITABLE FUND-RAISING SERVICES FOR PROMOTING RESEARCH, EDUCATION AND OTHER ACTIVITIES RELATING TO CARDIOVASCULAR HEALTH, FITNESS AND NUTRITION, AND OR THE PREVENTION OR REDUCTION OF CARDIOVASCULAR DISEASE AND STROKE; PROMOTING MEMORIAL DONATIONS TO CARDIOVASCULAR CHARITY, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-0-2003; IN COMMERCE 11-0-2003.

FOR: EDUCATIONAL SERVICES, NAMELY, CONDUCTING SEMINARS, COURSES, CONFERENCES AND SCIENTIFIC SESSION MEETINGS, LECTURES AND WORKSHOPS, PRODUCING RADIO AND TELEVISION ADVERTISEMENTS RELATING TO CARDIOVASCULAR HEALTH, FITNESS AND NUTRITION, AND/OR PREVENTION OR REDUCTION OF CARDIOVASCULAR DISEASE AND STROKE, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 11-0-2004; IN COMMERCE 11-0-2004.

OWNER OF U.S. REG. NOS. 1,091,140, 2,072,127, AND OTHERS.

SEC. 2(F) AS TO "AMERICAN HEART ASSOCIATION".

SN 76-562,331, FILED 12-1-2003.

KELLY BOULTON, EXAMINING ATTORNEY

EXHIBIT 6



United States Patent and Trademark Office

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Heart Insight

Word Mark
Goods and
Services

HEART INSIGHT

IC 009. US 021 023 026 036 038. G & S: DOWNLOADABLE ELECTRONIC PUBLICATIONS IN THE NATURE OF MAGAZINES IN THE FIELDS OF GENERAL HEALTH AND HEART HEALTH. FIRST USE: 20070214. FIRST USE IN COMMERCE: 20070214

IC 016. US 002 005 022 023 029 037 038 050. G & S: MAGAZINES IN THE FIELDS OF GENERAL HEALTH AND HEART HEALTH. FIRST USE: 20070214. FIRST USE IN COMMERCE: 20070214

Standard
Characters
Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 77048938

Filing Date November 21, 2006

Current Basis 1A

Original Filing Basis 1B

Published for Opposition September 18, 2007

Registration Number 3450148

Registration Date June 17, 2008

Owner (REGISTRANT) American Heart Association, Inc. CORPORATION NEW YORK 7272 Greenville Avenue Dallas TEXAS 752314596

Attorney of Record SIMOR L. MOSKOWITZ

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "HEART" APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK
Register PRINCIPAL
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Int. Cls.: 9 and 16

Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, and
50

Reg. No. 3,450,148

Registered June 17, 2008

United States Patent and Trademark Office

**TRADEMARK
PRINCIPAL REGISTER**

Heart Insight

AMERICAN HEART ASSOCIATION, INC. (NEW
YORK CORPORATION)
7272 GREENVILLE AVENUE
DALLAS, TX 752314596

FOR: DOWNLOADABLE ELECTRONIC PUBLI-
CATIONS IN THE NATURE OF MAGAZINES IN
THE FIELDS OF GENERAL HEALTH AND HEART
HEALTH, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND
38).

FIRST USE 2-14-2007; IN COMMERCE 2-14-2007.

FOR: MAGAZINES IN THE FIELDS OF GENER-
AL HEALTH AND HEART HEALTH, IN CLASS 16
(U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 2-14-2007; IN COMMERCE 2-14-2007.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "HEART", APART FROM THE
MARK AS SHOWN.

SN 77-048,938, FILED 11-21-2006.

PAUL E. FAHRENKOPF, EXAMINING ATTORNEY

EXHIBIT 7



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HeartHub

Word Mark HEARTHUB
Goods and Services IC 044. US 100 101. G & S: Providing a website featuring information on health, namely, cardiovascular disease and stroke. FIRST USE: 20080425. FIRST USE IN COMMERCE: 20080425
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 77560056
Filing Date September 2, 2008
Current Basis 1A
Original Filing Basis 1B
Published for Opposition January 20, 2009
Registration Number 3684248
Registration Date September 15, 2009
Owner (REGISTRANT) American Heart Association CORPORATION NEW YORK Legal Department 7272 Greenville Dallas TEXAS 75231
Attorney of Record David Wm. Livingston
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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United States of America

United States Patent and Trademark Office

HeartHub

Reg. No. 3,684,248 AMERICAN HEART ASSOCIATION (NEW YORK CORPORATION)
Registered Sep. 15, 2009 LEGAL DEPARTMENT
7272 GREENVILLE
DALLAS, TX 75231

Int. Cl.: 44

FOR: PROVIDING A WEBSITE FEATURING INFORMATION ON HEALTH, NAMELY,
CARDIOVASCULAR DISEASE AND STROKE, IN CLASS 44 (U.S. CLS. 100 AND 101).

**SERVICE MARK
PRINCIPAL REGISTER**

FIRST USE 4-25-2008; IN COMMERCE 4-25-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-560,056, FILED 9-2-2008.

CHRISTINE BLOMQUIST, EXAMINING ATTORNEY



David J. Kyjas

Director of the United States Patent and Trademark Office

EXHIBIT 8



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Record 1 out of 1

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The Heart Of Diabetes

Word Mark	THE HEART OF DIABETES
Goods and Services	IC 009. US 021 023 026 036 038. G & S: Pre-recorded CDs in the field of diabetes and cardiovascular disease. FIRST USE: 20080131. FIRST USE IN COMMERCE: 20080131 IC 016. US 002 005 022 023 029 037 038 050. G & S: Books in the field of diabetes and cardiovascular disease; Brochures about diabetes and cardiovascular disease. FIRST USE: 20020930. FIRST USE IN COMMERCE: 20020930 IC 041. US 100 101 107. G & S: Educational services, namely, providing patient education programs in the fields of diabetes and cardiovascular disease; Providing a web site that features informal instruction on diabetes and cardiovascular disease. FIRST USE: 20020930. FIRST USE IN COMMERCE: 20020930
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77694567
Filing Date	March 19, 2009
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	August 4, 2009
Registration Number	3698272
Registration Date	October 20, 2009

Owner (REGISTRANT) American Heart Association CORPORATION TEXAS Legal Department 7272 Greenville Avenue Dallas TEXAS 75231

Attorney of Record David Wm. Livingston

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DIABETES" APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

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United States of America

United States Patent and Trademark Office

The Heart Of Diabetes

Reg. No. 3,698,272 AMERICAN HEART ASSOCIATION (TEXAS CORPORATION)
Registered Oct. 20, 2009 LEGAL DEPARTMENT

7272 GREENVILLE AVENUE
DALLAS, TX 75231

Int. Cls.: 9, 16 and 41

FOR: PRE-RECORDED CDS IN THE FIELD OF DIABETES AND CARDIOVASCULAR DISEASE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

FIRST USE 1-31-2008; IN COMMERCE 1-31-2008.

FOR: BOOKS IN THE FIELD OF DIABETES AND CARDIOVASCULAR DISEASE; BROCHURES ABOUT DIABETES AND CARDIOVASCULAR DISEASE, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-30-2002; IN COMMERCE 9-30-2002.

FOR: EDUCATIONAL SERVICES, NAMELY, PROVIDING PATIENT EDUCATION PROGRAMS IN THE FIELDS OF DIABETES AND CARDIOVASCULAR DISEASE; PROVIDING A WEB SITE THAT FEATURES INFORMAL INSTRUCTION ON DIABETES AND CARDIOVASCULAR DISEASE, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-30-2002; IN COMMERCE 9-30-2002.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DIABETES", APART FROM THE MARK AS SHOWN.

SER. NO. 77-694,567, FILED 3-19-2009.

MATTHEW PAPPAS, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

EXHIBIT 9



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Word Mark THE HEART OF DIABETES

Goods and Services IC 009. US 021 023 026 036 038. G & S: Pre-recorded CDs featuring diabetes and cardiovascular disease information. FIRST USE: 20080131. FIRST USE IN COMMERCE: 20080131

IC 016. US 002 005 022 023 029 037 038 050. G & S: Books in the field of diabetes and cardiovascular disease; Brochures about diabetes and cardiovascular disease. FIRST USE: 20020930. FIRST USE IN COMMERCE: 20020930

IC 041. US 100 101 107. G & S: Educational services, namely, providing patient education programs in the fields of diabetes and cardiovascular disease; Providing a web site that features informal instruction on diabetes and cardiovascular disease. FIRST USE: 20020930. FIRST USE IN COMMERCE: 20020930

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 02.01.33 - Grotesque men formed by letters, numbers, punctuation or geometric shapes; Stick figures
 02.11.01 - Hearts excluding hearts as carriers or depicted on playing cards
 04.07.03 - Geometric figures or combinations of geometric figures representing a person; Geometric figures representing a person; Geometric shapes forming a person; Person formed by geometric shapes
 26.01.03 - Circles, incomplete (more than semi-circles); Incomplete circles (more than semi-circles)
 26.17.09 - Bands, curved; Bars, curved; Curved line(s), band(s) or bar(s); Lines, curved

Trademark Search Facility Classification Code GROT-HUM Exaggerated depiction of a human
 SHAPES-BAR-BANDS Designs with bar, bands or lines
 SHAPES-CIRCLE Circle figures or designs including semi-circles and incomplete circles
 SHAPES-HEARTS Heart shaped design

Serial Number 77694562

Filing Date March 19, 2009

Current Basis 1A
Original Filing Basis 1A
Published for Opposition August 25, 2009
Registration Number 3708114
Registration Date November 10, 2009
Owner (REGISTRANT) American Heart Association CORPORATION TEXAS Legal Department 7272 Greenville Avenue Dallas TEXAS 75231
Attorney of Record David Wm. Livingston
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DIABETES" APART FROM THE MARK AS SHOWN
Description of Mark Color is not claimed as a feature of the mark. The mark consists of a figure of a person with a circle as the head, heart as the body, and curved lines to represent the arms and legs, above the wording "the Heart of Diabetes".
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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United States of America

United States Patent and Trademark Office



Reg. No. 3,708,114 AMERICAN HEART ASSOCIATION (TEXAS CORPORATION)

Registered Nov. 10, 2009
LEGAL DEPARTMENT
7272 GREENVILLE AVENUE
DALLAS, TX 75231

Int. Cls.: 9, 16 and 41

FOR: PRE-RECORDED CDS FEATURING DIABETES AND CARDIOVASCULAR DISEASE INFORMATION, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

FIRST USE 1-31-2008; IN COMMERCE 1-31-2008.

FOR: BOOKS IN THE FIELD OF DIABETES AND CARDIOVASCULAR DISEASE; BROCHURES ABOUT DIABETES AND CARDIOVASCULAR DISEASE, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-30-2002; IN COMMERCE 9-30-2002.

FOR: EDUCATIONAL SERVICES, NAMELY, PROVIDING PATIENT EDUCATION PROGRAMS IN THE FIELDS OF DIABETES AND CARDIOVASCULAR DISEASE; PROVIDING A WEB SITE THAT FEATURES INFORMAL INSTRUCTION ON DIABETES AND CARDIOVASCULAR DISEASE, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-30-2002; IN COMMERCE 9-30-2002.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DIABETES", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF A FIGURE OF A PERSON WITH A CIRCLE AS THE HEAD, HEART AS THE BODY, AND CURVED LINES TO REPRESENT THE ARMS AND LEGS, ABOVE THE WORDING "THE HEART OF DIABETES".

SER. NO. 77-694,562, FILED 3-19-2009.

MATTHEW PAPPAS, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

EXHIBIT 10



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MY HEART. MY LIFE

Word Mark
Goods and
Services

MY HEART. MY LIFE

IC 009. US 021 023 026 036 038. G & S: Downloadable electronic newsletters in the field of healthy nutrition and exercise. FIRST USE: 20110800. FIRST USE IN COMMERCE: 20110800

IC 016. US 002 005 022 023 029 037 038 050. G & S: Booklets in the field of healthy nutrition and exercise; brochures about healthy nutrition and exercise; manuals in the field of healthy nutrition and exercise; posters; charts in the field of healthy nutrition and exercise; diagrams in the field of healthy nutrition and exercise; educational materials, namely, workbooks in the field of healthy nutrition and exercise. FIRST USE: 20110900. FIRST USE IN COMMERCE: 20110900

IC 035. US 100 101 102. G & S: Producing radio and television public service announcements in the field of healthy nutrition and exercise. FIRST USE: 20110800. FIRST USE IN COMMERCE: 20110800

IC 036. US 100 101 102. G & S: Charitable fundraising. FIRST USE: 20110800. FIRST USE IN COMMERCE: 20110800

IC 041. US 100 101 107. G & S: Providing a website featuring information about exercise; seminars, classes, workshops and lectures in the field of healthy nutrition and exercise; providing a website featuring non-downloadable web-based videos in the field of exercise. FIRST USE: 20110900. FIRST USE IN COMMERCE: 20110900

IC 044. US 100 101. G & S: Providing a website featuring information about healthy nutrition; providing a website featuring non-downloadable web-based videos in the field of healthy nutrition. FIRST USE: 20110700. FIRST USE IN COMMERCE: 20110700

Standard
Characters
Claimed

Mark Drawing
Code

(4) STANDARD CHARACTER MARK

Serial Number 85232970
Filing Date February 3, 2011
Current Basis 1A
Original Filing Basis 1B
Published for Opposition July 5, 2011
Registration Number 4324877
Registration Date April 23, 2013
Owner (REGISTRANT) American Heart Association CORPORATION NEW YORK 7272 Greenville Avenue Legal Department Dallas TEXAS 75231
Attorney of Record David Wm. Livingston
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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United States of America

United States Patent and Trademark Office

MY HEART. MY LIFE

Reg. No. 4,324,877

Registered Apr. 23, 2013

**Int. Cls.: 9, 16, 35, 36, 41,
and 44**

AMERICAN HEART ASSOCIATION (NEW YORK CORPORATION)
7272 GREENVILLE AVENUE
LEGAL DEPARTMENT
DALLAS, TX 75231

FOR: DOWNLOADABLE ELECTRONIC NEWSLETTERS IN THE FIELD OF HEALTHY NUTRITION AND EXERCISE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

TRADEMARK

FIRST USE 8-0-2011; IN COMMERCE 8-0-2011.

SERVICE MARK

FOR: BOOKLETS IN THE FIELD OF HEALTHY NUTRITION AND EXERCISE; BROCHURES ABOUT HEALTHY NUTRITION AND EXERCISE; MANUALS IN THE FIELD OF HEALTHY NUTRITION AND EXERCISE; POSTERS; CHARTS IN THE FIELD OF HEALTHY NUTRITION AND EXERCISE; DIAGRAMS IN THE FIELD OF HEALTHY NUTRITION AND EXERCISE; EDUCATIONAL MATERIALS, NAMELY, WORKBOOKS IN THE FIELD OF HEALTHY NUTRITION AND EXERCISE, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

PRINCIPAL REGISTER

FIRST USE 9-0-2011; IN COMMERCE 9-0-2011.

FOR: PRODUCING RADIO AND TELEVISION PUBLIC SERVICE ANNOUNCEMENTS IN THE FIELD OF HEALTHY NUTRITION AND EXERCISE, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).



FIRST USE 8-0-2011; IN COMMERCE 8-0-2011.

FOR: CHARITABLE FUNDRAISING, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-0-2011; IN COMMERCE 8-0-2011.

FOR: PROVIDING A WEBSITE FEATURING INFORMATION ABOUT EXERCISE; SEMINARS, CLASSES, WORKSHOPS AND LECTURES IN THE FIELD OF HEALTHY NUTRITION AND EXERCISE; PROVIDING A WEBSITE FEATURING NON-DOWNLOADABLE WEB-BASED VIDEOS IN THE FIELD OF EXERCISE, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

Sean Street
Acting Director of the United States Patent and Trademark Office

FIRST USE 9-0-2011; IN COMMERCE 9-0-2011.

Reg. No. 4,324,877 FOR: PROVIDING A WEBSITE FEATURING INFORMATION ABOUT HEALTHY NUTRITION; PROVIDING A WEBSITE FEATURING NON-DOWNLOADABLE WEB-BASED VIDEOS IN THE FIELD OF HEALTHY NUTRITION, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 7-0-2011; IN COMMERCE 7-0-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-232,970, FILED 2-3-2011.

SANDRA BUJA, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

EXHIBIT 11



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SIMPLE COOKING WITH HEART

Word Mark SIMPLE COOKING WITH HEART

Goods and Services IC 016. US 002 005 022 023 029 037 038 050. G & S: Booklets in the field of health, wellness and nutrition; brochures about health wellness and nutrition; flyers about health wellness and nutrition. FIRST USE: 20110930. FIRST USE IN COMMERCE: 20110930

IC 035. US 100 101 102. G & S: Promoting public awareness of nutrition and its effect on health; producing radio and television commercials and public service announcements about health wellness and nutrition. FIRST USE: 20110930. FIRST USE IN COMMERCE: 20110930

IC 041. US 100 101 107. G & S: Education services, namely, providing seminars, classes and workshops in the field of health wellness and nutrition; training services in the field of basic culinary skills and providing instruction in the field of nutrition; educational services, namely, providing online instruction in the field of culinary arts. FIRST USE: 20110930. FIRST USE IN COMMERCE: 20110930

IC 044. US 100 101. G & S: Providing information, news and commentary in the field of nutrition, health and wellness; providing a website featuring information about health, wellness and nutrition. FIRST USE: 20110930. FIRST USE IN COMMERCE: 20110930

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85380652

Filing Date July 26, 2011

Current Basis 1A

Original Filing Basis 1B

May 29, 2012

**Published for
Opposition**

**Registration
Number** 4335545

**Registration
Date** May 14, 2013

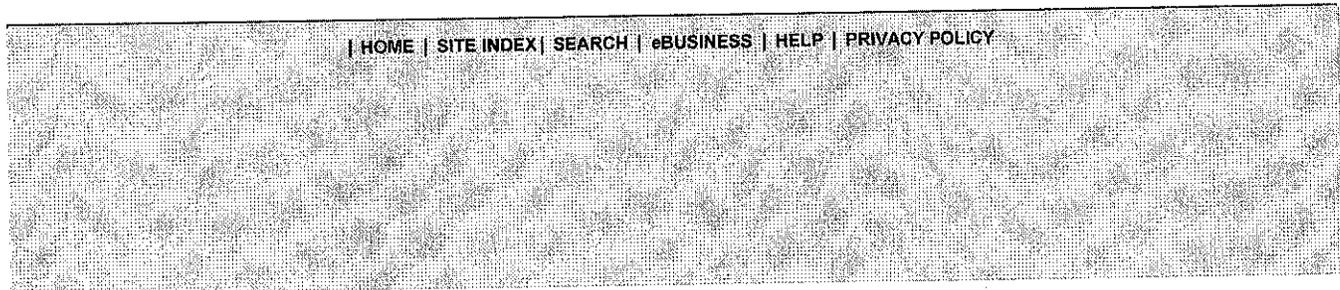
Owner (REGISTRANT) American Heart Association CORPORATION NEW YORK Legal Department
7272 Greenville Avenue Dallas TEXAS 75231

**Attorney of
Record** David Wm. Livingston

**Type of Mark
Register** TRADEMARK. SERVICE MARK
PRINCIPAL

**Live/Dead
Indicator** LIVE

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United States of America

United States Patent and Trademark Office

SIMPLE COOKING WITH HEART

Reg. No. 4,335,545

Registered May 14, 2013

**Int. Cls.: 16, 35, 41, and
44**

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

AMERICAN HEART ASSOCIATION (NEW YORK CORPORATION)
LEGAL DEPARTMENT
7272 GREENVILLE AVENUE
DALLAS, TX 75231

FOR: BOOKLETS IN THE FIELD OF HEALTH, WELLNESS AND NUTRITION; BROCHURES ABOUT HEALTH WELLNESS AND NUTRITION; FLYERS ABOUT HEALTH WELLNESS AND NUTRITION, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-30-2011; IN COMMERCE 9-30-2011.

FOR: PROMOTING PUBLIC AWARENESS OF NUTRITION AND ITS EFFECT ON HEALTH; PRODUCING RADIO AND TELEVISION COMMERCIALS AND PUBLIC SERVICE ANNOUNCEMENTS ABOUT HEALTH WELLNESS AND NUTRITION, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-30-2011; IN COMMERCE 9-30-2011.

FOR: EDUCATION SERVICES, NAMELY, PROVIDING SEMINARS, CLASSES AND WORKSHOPS IN THE FIELD OF HEALTH WELLNESS AND NUTRITION; TRAINING SERVICES IN THE FIELD OF BASIC CULINARY SKILLS AND PROVIDING INSTRUCTION IN THE FIELD OF NUTRITION; EDUCATIONAL SERVICES, NAMELY, PROVIDING ONLINE INSTRUCTION IN THE FIELD OF CULINARY ARTS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-30-2011; IN COMMERCE 9-30-2011.

FOR: PROVIDING INFORMATION, NEWS AND COMMENTARY IN THE FIELD OF NUTRITION, HEALTH AND WELLNESS; PROVIDING A WEBSITE FEATURING INFORMATION ABOUT HEALTH, WELLNESS AND NUTRITION, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 9-30-2011; IN COMMERCE 9-30-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-380,652, FILED 7-26-2011.



Lena Starnes Lee
Acting Director of the United States Patent and Trademark Office

Reg. No. 4,335,545 ANDREW LEASER, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

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EXHIBIT 12



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Heart Nation

Word Mark HEART NATION

Goods and Services
 IC 016. US 002 005 022 023 029 037 038 050. G & S: Stickers; booklets in the field of healthy lifestyles; posters in the field of healthy lifestyles; bookmarks; books in the field of healthy lifestyles

IC 029. US 046. G & S: Meat, fish, poultry and game; meat extracts; preserved, frozen, dried and cooked fruits and vegetables; jellies, jams, compotes; eggs, milk and milk products, namely, beverages consisting principally of milk, soy milk, and yogurt; edible oils and fats; nut-based snack foods

IC 030. US 046. G & S: Coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour; cereal-based snack foods; bread; pastry; confectionery made from sugar; ices; honey; treacle; yeast, baking-powder; salt; mustard; vinegar; sauces; spices; ice; ice cream; frozen yogurt; rice- and grain-based snack foods

IC 041. US 100 101 107. G & S: Educational services, namely, conducting programs in the field of healthy lifestyles

IC 042. US 100 101. G & S: Providing a website featuring primarily non-downloadable software programs for automated delivery of customized educational information, advice and coaching based on the self-reported information in the individual user's profile in the field of healthy living and lifestyle wellness

IC 044. US 100 101. G & S: Providing a website featuring content regarding healthy living and lifestyle wellness

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85432880

Filing Date September 27, 2011

Current Basis 1B

Original Filing Basis 1B

Published for Opposition July 24, 2012

Owner (APPLICANT) Conopco, Inc. CORPORATION NEW YORK 700 Sylvan Avenue Englewood Cliffs NEW JERSEY 07632

(APPLICANT) American Heart Association CORPORATION NEW YORK 7272 Greenville Legal Department Dallas TEXAS 75231

Attorney of Record David Wm. Livingston

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Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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LANGUAGES | CAREERS | VOLUNTEER **DONATE**



How Can We Help Your Heart?



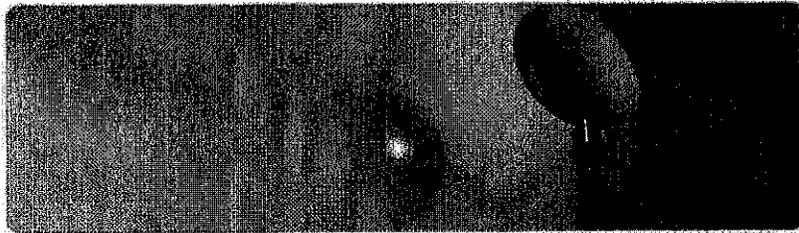
GETTING HEALTHY | CONDITIONS | HEALTHCARE / RESEARCH | CAREGIVER | EDUCATOR | CPR & ECC | SHOP | CAUSES | ADVOCATE | GIVING | NEWS

Arrhythmia | Cholesterol | Congenital Defects Children & Adults | Diabetes | Heart Attack | Heart Failure | High Blood Pressure | Stroke | More

Assess Your Health

Share 0 Like 6 Tweet 1

Updated: Mar 7, 2013



Heart Attack Risk Assessment

Determine your risk of having a heart attack or dying from coronary heart disease in the next 10 years and get a report to discuss with your doctor.

High Blood Pressure Health Risk Calculator

Calculate your health risks from high blood pressure and learn how a few simple changes can lower your risk.

My Diabetes Health Assessment

Learn your diabetes-related heart and stroke health risks. The tool will personalize action plans for you that will help you lead a healthier lifestyle

My Life Check

Get your personal heart score and a custom plan with the seven simple steps you need to start living your best life.

Stroke: Personal Risk Assessment

Learn where to focus your efforts to reduce your risk of stroke.

Quiz Yourself

Take fun quizzes on heart attack, stroke, high blood pressure, cholesterol and more.

Body Mass Index Calculator

Enter your height and weight to learn whether your Body Mass Index (BMI) puts you at risk.

Cost of Smoking Calculator

Smoking is bad for your health and your wallet. Learn how much you can save by quitting today.

Fats & Sodium Explorer

Use this tool to get printable recommendations that are personalized for you. You'll get your daily calorie needs, recommended limits for fats and sodium, and more!

Cardiovascular Conditions

- Conditions Home
- Arrhythmia
- Atrial Fibrillation
- Cardiac Arrest
- Cardiac Rehab
- Cardiomyopathy
- Cardiovascular Conditions of Childhood
- Cholesterol
- Congenital Heart Defects
- Diabetes
- Heart Attack
- Heart Failure
- Heart Valve Problems and Disease
- High Blood Pressure
- HIV and Your Heart
- Metabolic Syndrome
- Pericarditis
- Peripheral Artery Disease (PAD)
- Stroke
- Consumer Health Care
- Tools For Your Heart Health
- Watch, Learn & Live

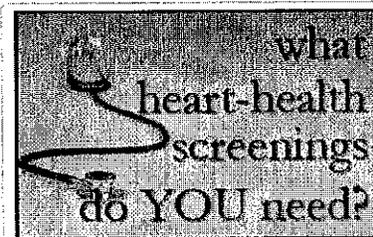
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Email:

Choose at least one

- Arrhythmia
- Caregiver
- Cholesterol
- Diabetes
- Heart Attack
- Heart Failure
- Heart Valve Disease
- High Blood Pressure
- Peripheral Artery Disease

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- 2 [Heart Attack Symptoms in Women](#)
- 3 [What are the Symptoms of High Blood Pressure?](#)
- 4 [Low Blood Pressure](#)
- 5 [What Your Cholesterol Levels Mean](#)
- 6 [Warning Signs of a Heart Attack](#)
- 7 [Target Heart Rates](#)
- 8 [Good vs. Bad Cholesterol](#)
- 9 [Types of Blood Pressure Medications](#)
- 10 [BLS for Healthcare Providers - Classroom](#)

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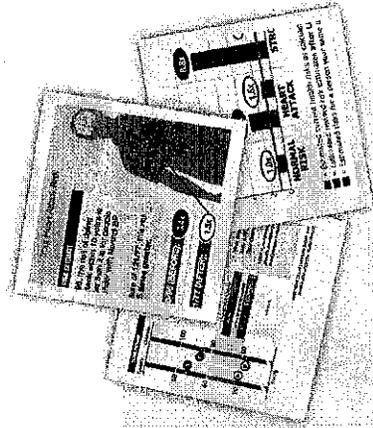
High Blood Pressure Health Risk Calculator

Estimate your health risks from high blood pressure.

Based on the knowledge and experience of American Heart Association medical experts, this health assessment can help you:

- Learn your blood pressure category and what is normal
- See your risk for heart attack, stroke, kidney disease and more
- Estimate how lifestyle changes can lower your blood pressure and health risks

GET STARTED



Coricidin
HBP

The makers of Coricidin® HBP proudly support the American Heart Association's efforts to improve heart health.

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How Can We Help Your Heart?



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SHOP | CAUSES | ADVOCATE | GIVING | NEWS

- Arrhythmia
- Cholesterol
- Congenital Defects Children & Adults
- Diabetes
- Heart Attack
- Heart Failure
- High Blood Pressure
- Stroke
- More

My Diabetes Health Assessment

Share 2 | Like 479 | Tweet 75 | 10 92

Updated: Jan 25, 2012

My Diabetes Health Assessment

People living with type 2 diabetes are at an increased risk of developing cardiovascular disease (CVD), such as heart attack or stroke. In just a few minutes, you can learn your risk of having a heart attack or stroke in the next 10 years.

Based on your current numbers such as blood sugar, weight and blood pressure, you'll discover what you can do to reduce your risk of CVD. We'll provide you with personalized action plans to help you make lifestyle changes and lower your risk of CVD.

It only takes a few minutes to change your life.

Get Started Now!

Please note: This assessment is intended for use by people who have been diagnosed with type 2 diabetes. This assessment is not intended to be a substitute for professional medical advice from your healthcare provider.

Compatible with:



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Diabetes

- Home
- About Diabetes
- Why Diabetes Matters
- Understand Your Risk for Diabetes
- Symptoms, Diagnosis & Monitoring of Diabetes
- Prevention & Treatment
- Diabetes Tools & Resources

Introduction

- Sign up for our Diabetes e-news
- Diabetes-Friendly Recipes
- My Diabetes Health Assessment
- Diabetes Quiz
- Personal Stories
- More Personal Stories
- Diabetes and Other Educational Brochures
- Answers from the Experts

Diabetes E-newsletter



Stay informed, inspired and involved with our free monthly e-newsletter, packed with tips, news, recipes and more. **Sign up today!**

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- 1 Understanding Blood Pressure Readings
- 2 Heart Attack Symptoms in Women
- 3 What are the Symptoms of High Blood Pressure?
- 4 Low Blood Pressure
- 5 What Your Cholesterol Levels Mean
- 6 Warning Signs of a Heart Attack
- 7 Target Heart Rates
- 8 Good vs. Bad Cholesterol
- 9 Types of Blood Pressure Medications
- 10 BLS for Healthcare Providers - Classroom

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- Power To End Stroke

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How Can We Help Your Heart?

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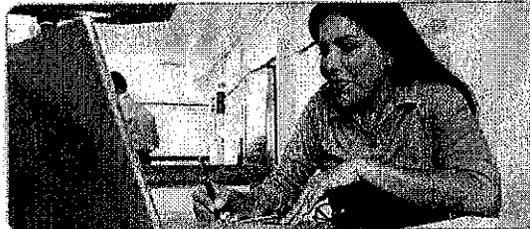
- Arrhythmia
- Cholesterol
- Congenital Defects Children & Adults
- Diabetes
- Heart Attack
- Heart Failure
- High Blood Pressure
- Stroke
- More

Heart Attack Risk Assessment

Share 7 | Like 1.7k | Tweet 279 | +1 31 | 2.1K | Updated: Sep 24, 2012

Do you know how these controllable risk factors affect your risk of heart disease, stroke and metabolic syndrome?

- smoking
- high blood pressure
- high blood cholesterol
- diabetes
- being overweight or obese
- physical inactivity



It's essential that you measure your risk of heart disease and make a plan for how to prevent it in the near future. Use this tool to help you assess your risk of having a heart attack or dying from coronary heart disease in the next 10 years. It will also check to see if you may have metabolic syndrome, a group of risk factors that greatly increase your chances of developing cardiovascular disease, including stroke and diabetes. This Risk Assessment can be used by people age 20 or older who do not already have heart disease or diabetes.

After you have finished using the tool, you can print a copy of your risk assessment results, risk factor summary report, metabolic syndrome assessment and action plans for those areas you need to work on in order to reduce your risk.

LEARN YOUR RISK >>

[Learn your risk en español](#)

Q & A about the Heart Attack Risk Assessment

Who should use this tool?

This risk assessment tool can be used by anyone age 20 or older who doesn't already have heart disease or diabetes. By age 40, everyone should know their risk score using this tool and should assess their risk every five years (or more often if risk factors change).

If you have a family member who had heart disease at an early age (mother or sister before age 65, or father or brother before age 55) you should know about your risk factors and be screened earlier than age 20. Tell your doctor about your family history and ask about your own risk.

Do not use this tool if you already have been diagnosed with heart disease, diabetes, peripheral arterial disease, abdominal aortic aneurysm or carotid artery disease. You are already at high risk (more than 20 percent) to have a heart attack or die from coronary heart disease in the next 10 years. Talk to your doctor about your risk of a heart attack or future heart problems.

If you have Type 2 diabetes, take the [My Diabetes Health Assessment](#) instead.

- ▶ What do I need to know to use this tool?
- ▶ What is the Framingham Heart Study?
- ▶ What is ATP III?
- ▶ What is metabolic syndrome?

Heart Attack

- Home
- About Heart Attacks
- Warning Signs of a Heart Attack
- Understand Your Risk of Heart Attack
- Symptoms & Diagnosis of Heart Attack
- Prevention & Treatment
- Heart Attack Tools & Resources

Introduction

- Can You Recognize a Heart Attack? Quiz
- Risk Assessment
- Cardiac Glossary
- Patient Information Sheets: Heart Attack
- Heart Attack Personal Stories
- Heart Attack and Other Educational Brochures
- AHA Tools For Your Heart Health

Sign up for our Heart-Health E-news

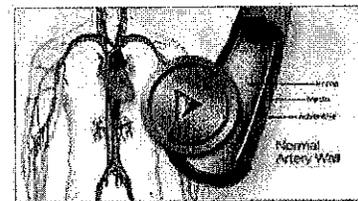
Email:

Choose at least one

- Arrhythmia
- Caregiver
- Cholesterol
- Diabetes
- Heart Attack
- Heart Failure
- Heart Valve Disease
- High Blood Pressure
- Peripheral Artery Disease

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Watch, Learn and Live



Our Interactive Cardiovascular Library has informative illustrations and animations to help you learn about conditions, treatments and procedures related to heart disease and stroke.

[Start exploring today!](#)

Popular Articles

- 1 Understanding Blood Pressure Readings
- 2 Heart Attack Symptoms in Women
- 3 What are the Symptoms of High Blood Pressure?

4	Low Blood Pressure
5	What Your Cholesterol Levels Mean
6	Warning Signs of a Heart Attack
7	Target Heart Rates
8	Good vs. Bad Cholesterol
9	Types of Blood Pressure Medications
10	BLS for Healthcare Providers - Classroom

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- My Life Check
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- My.AmericanHeart for Professionals
- Scientific Sessions
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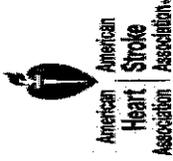
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EXHIBIT 17

Heart Attack Risk Calculator



Heart Attack Risk Calculator

Discover your 10-year risk of heart attack or
dying from coronary heart disease...

...and what you can do about it.

I am already a
registered user.



I am not
registered.



I do not want to
register at this time.



What are the benefits

You can register later

EXHIBIT 18



LANGUAGES | CAREERS | VOLUNTEER **DONATE**



How Can We Help Your Heart?

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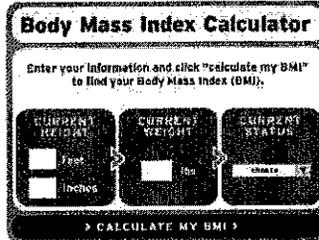
Nutrition Center | Physical Activity | Healthier Kids | Weight Management | Stress Management | Fats & Oils | Quit Smoking

Body Mass Index (BMI Calculator)

Share 2 | Like 896 | Tweet 155 | 2K | Updated: Jun 26, 2013

The benefits of maintaining a healthy weight go far beyond improved energy and smaller clothing sizes. By losing weight or maintaining a healthy weight, you are also likely to enjoy these quality-of-life factors too.

- Fewer joint and muscle pains
- Greater ability to join in desired activities
- Better regulation of bodily fluids and blood pressure
- Reduced burden on your heart and circulatory system
- Better sleep patterns
- More effective metabolism of sugars and carbohydrates
- Reduced risk for heart disease and certain cancers



Your BMI is a good indicator of whether you're at a healthy or unhealthy weight. Find your BMI and what it means with our handy BMI Calculator.

- **BMI stands for Body Mass Index**
This is a numerical value of your weight in relation to your height. BMIs are good indicators of healthy or unhealthy weights for adult men and women, regardless of body frame size. A BMI of less than 25 kg/m² indicates a healthy weight. A BMI of less than 18.5 kg/m² is considered underweight. A BMI between 25 kg/m² and 29.9 kg/m² is considered overweight. A BMI of 30 kg/m² or higher indicates obesity.
- **Excess weight increases the heart's work.**
It also raises blood pressure and blood cholesterol and triglyceride levels and lowers HDL (good) cholesterol levels. It can make diabetes more likely to develop, too. Losing as few as 10 pounds can lower your heart disease risk.
- **To calculate your BMI:**
 - Type your height and weight into the calculator.
 - Select a status option if you're under 20 years old, highly trained/athletic, pregnant or breastfeeding. If one of these situations applies to you, the BMI may not be the best method of assessing your risk from overweight or obesity.

This content was last reviewed on 01/10/2013.

Body Mass Index Calculator

Enter your information and click "calculate my BMI" to find your Body Mass Index (BMI).

CURRENT HEIGHT

Feet
 Inches

➤

CURRENT WEIGHT

 lbs

➤

CURRENT STATUS

> CALCULATE MY BMI >

Weight Management

- Home
- **Body Mass Index (BMI)**
 - BMI Calculator
 - Frequently Asked Questions About BMI
- **Losing Weight**
 - Introduction
 - 5 Goals to Healthy Eating
 - 5 Goals to Losing Weight
 - No-Fad Diet
 - Recognizing Roadblocks
 - Eating When Not Hungry
 - Keeping It Off
 - Losing Weight and Other Educational Brochures
- **Obesity**
 - Introduction
 - Childhood Obesity

Numbers That Count

1,500 mg of sodium per day

5	40	0	25	30
50	150		100	

1/80

Find out the numbers you need for a healthy heart!

Popular Articles

- 1 Understanding Blood Pressure Readings
- 2 Heart Attack Symptoms in Women
- 3 What are the Symptoms of High Blood Pressure?
- 4 Low Blood Pressure
- 5 What Your Cholesterol Levels Mean
- 6 Warning Signs of a Heart Attack
- 7 Target Heart Rates
- 8 Good vs. Bad Cholesterol
- 9 Types of Blood Pressure Medications
- 10 BLS for Healthcare Providers - Classroom

Related Links

- [Frequently asked questions about BMI?](#)
- [How does my BMI correlate to my risk of heart disease?](#)
- [Assess your overall risk of heart attack or heart disease](#)
- [BMI in children](#)

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EXHIBIT 19



My Life Check

Live Better With Life's Simple 7™



- Home
- About My Life Check
- The Simple 7
- Community
- Get Your Assessment
- Resources

En Español
Share This

Stop heart disease before it's even started.

This IS possible. In just a few minutes with Life's Simple Seven, you can learn the state of your heart and what you can do to live a better life.

GET ASSESSMENT

Life's Simple Action Plan

Learn the state of your heart and what you can do to live a better life.

First Name

Email

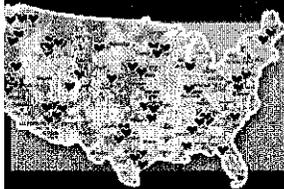
Zip code

Country

Resolution

I agree to the [Terms & Conditions](#)

GET STARTED



Make a difference. One heart at a time.

0 419 195

Americans have made a promise to better their heart health.

VIEW THE MAP

Special Messages



Embracing a healthier life is one of the best gifts we can give ourselves and those we love. Learn how you can join with us to live better with Life's Simple 7™.

GET STARTED



Join us on Facebook!

Life's Simple 7™

My Life Check® was designed by the American Heart Association with the goal of improved health by educating the public on how best to live. These measures have one unique thing in common: any person can make these changes, the steps are not expensive to take and even modest improvements to your health will make a big difference. Start with one or two. This simple, seven step list has been developed to deliver on the hope we all have—to live a long, productive healthy life.



Get Active



Control Cholesterol



Eat Better



Manage Blood Pressure



Lose Weight



Reduce Blood Sugar



Stop Smoking

GET HEALTHY - START NOW

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