

THE HEARTMARK™



Connect through love!™  
WWW.THEHEARTMARK.COM

For Immediate Release

Contact: Tali Lehavi, With All My Heart,  
13370 N. 91<sup>st</sup> Street, Scottsdale, AZ 85260  
Ph/fax: (480) 699-0694 c:(480) 773-4617  
talilehavi@aol.com  
www.theheartmark.com

Alan Frailich, Young Chef's Academy  
Scottsdale, AZ  
c: (480) 980-0055  
afrailich@aol.com

## The Licensing Show HeartMarks™

*Every exhibitor and licensed character is using the newest trademark  
HeartMark hand gesture*

Scottsdale, AZ (June 2, 2009) –The HeartMark, the newest gesture in which two hands come together to make a heart, is taking over the Licensing Show 2009, with every visitor, exhibitor, and licensed character heartmarking each other. This gesture was trademarked, patented, and developed by past exhibitor Tali Lehavi. This year, Lehavi is sharing her brand with everyone in a unique approach to marketing.

**“When we connect, we get something much greater,”** Lehavi said from her studio outside of Scottsdale, AZ as she prepared to head to Las Vegas. **“Like humans, my products create what I call a HeartMark when they come together, a patented concept that allows entire product lines to interconnect in an emotionally powerful way.”** [US patent # 6,439,947]

Lehavi licensed the use of the trademark HeartMark connection in 2004 to an Arizona-based dance company. It was not until her second license in 2008 to a cooking school for children called Young Chef's Academy that awareness of the brand grew. Young Chef's Academy used the HeartMark gesture to teach children to focus on healthy eating in cooking demonstrations around the west. “The HeartMark really added value to the school” explained owner Chef Alan Frailich, who is heartmarking with Lehavi in the June '09 issue of AZ Parenting Magazine.

**The HeartMark brand is a lifestyle brand of connectivity. “All of my designs reflect the HeartMark image of connecting through love.”** Lehavi has great designs for room décor, jewelry, plush, games, and novelties. Lehavi is in the process of signing with a new agent, so contact Lehavi at [www.theheartmark.com](http://www.theheartmark.com) to license her brand.

