

News from *With All My Heart*

For Immediate Release

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Patented Oil Spill Combat Property to launch at Licensing Show 2010

Characters and products relate to each other through a unique, patented system developed over fourteen years by an Israeli-American artist

Scottsdale, AZ (June 8, 2010) – From the inventor of the now famous trademarked and patented heart-hand connection called the HeartMark™ comes a whole new line of characters and designs that create a heart when they come together. This entirely new way of viewing the world will be unveiled Tuesday, June 8th, at the Licensing Show 2010 at Mandalay Bay in Las Vegas. Israeli-American illustrator and writer Tali Lehavi, who has spent the last 14 years developing the characters that always make a heart with their hands and other body parts, will now launch a whole new way of making a heart--through her patented new characters from Planet HeartMark™ and make it available for a wide array of licensing opportunities. Both Planet Heart and Planet HeartMark characters remind us that we are all connected to one another and to nature.

Since Lehavi pitched her HeartMark –the heart-hand connection-- in March 2008 to agents to appear on the Donny Deusch show, her trademark HeartMark that represents her art, cartoon, room décor, and jewelry designs, has spread from commercials by Lenscrafters to music videos, to food commercials. As she prepared to head to Las Vegas, Lehavi explained “My original intent was to protect the uniqueness of my cartoon characters. My strategy was to license the HeartMark (the heart-hand gesture) only for products that carry my cartoon characters for the first few years and only later allow other products and commercials to license my trademark HeartMark—so that we can all *connect through love*™. The HeartMark patent, first use in commerce, trademark registrations, and basic copyright laws were supposed to keep others from copying that aspect of my designs. However, now that it is clear that people love to HeartMark, products should, too. Only my patent and my designs allow products to connect with a heart between them.” [US patent # 6,439,947]

Lehavi’s original designs from Planet Heart made a HeartMark by reaching arms, legs, tails, or other appendages out of the design. Lehavi’s main character Lovelle™ for example always creates the trademark HeartMark with her hands. Lehavi licensed Lovelle and the HeartMark gesture to a cooking school in April 2008 to teach children to “see food that they love through the HeartMark and to think about what they eat.” Lehavi toured with Lovelle to teach this concept in Sprouts Supermarkets in Arizona and California for the past two years.

The newest creations are as unique as her original Planet Heart Heartlings.™ Instead of extending out, this time the heart that results from bringing two designs together is actually a heart “bite.™” “The new designs look at turning negative spaces into positive spaces. This has never been done before. The six main shapes with “heartbites” are superheroes that shower appreciation to those that help clean up the tragic oil spill. I have a strategy to make them the latest collectible craze.”

With All My Heart will schedule meetings with prospective licensees upstairs on the sofas near the press room and keep up with events at the show using twitter. Lehavi is ready to license many designs for jewelry, gifts, publishing, plush, entertainment, commercials, textiles, entire room environments, and games. As predicted eight years ago when Lehavi first exhibited, Lehavi’s HeartMark has replaced the handshake across Planet Earth. Now Lehavi wants to engineer it so that all our toys, jewelry, and room décor will express this love and connectivity as well.

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