

News from *With All My Heart*

**** BOOTH # 3978 ****

For Immediate Release

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Interconnected world of characters from Planet Heart™ to launch at Licensing Show 2003

Characters and stories relate to each other through a unique, patented system written and developed over five years by an Israeli-American writer and artist

Washington, DC (June 9, 2003) – An entirely new way of viewing the world will be unveiled Tuesday at Licensing Show 2003 at the Javits Center in New York [**Booth # 3978**]. Israeli-American illustrator and writer Tali Lehari, who has spent the last five years developing the characters and stories that comprise Planet Heart™, will launch her patented HeartMark™ vision and make it available for a wide array of licensing opportunities. The Planet Heart world of characters reminds us that love – of one another, and of our planet – connects us and can bring greater harmony to all. At the show, Lehari's company, *With All My Heart*, will unveil distinct product lines targeted to juveniles, tweens, teens and adults.

“When we connect, we get something much greater,” Lehari said from her studio outside of Washington, DC as she prepared to head to New York for her debut. **“My world of characters 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]

When Lehari's creations – unlike anything you have ever seen – lock hands, or tails, or in countless other ways, a heart is formed through their union. In addition, the world and characters that inhabit Planet Heart are created entirely with hearts, with vibrant colors and whimsical features that engage the viewer. *With All My Heart* will now license her world of characters and stories as well as her patented system of creating interconnected products and designs.

“After five years, my characters, poetry, stories and properties are ready to help people connect with one another while delivering a positive, uplifting message,” Lehari said. **“Whether companies want to work with us to market the Planet Heart characters, or have their own products but want to license my patented method for interconnecting them, tomorrow begins a new way of branding and relating product lines.”**

With All My Heart is at **booth # 3978 in the Javits Center**. From textiles to gifts to publishing, plush, entertainment and games, the Planet Heart world of characters will excite children and bring out the child in grown-ups. And once Lehari's positive and uplifting vision takes hold, the HeartMark will replace the handshake across Planet Earth.

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