

09-10-1999



M COVER SHEET

Docket No.:

PKS ONLY

Tab settings

To the Honorable Com.

101141876

1. Name of conveying party(ies):

Universal Manufacturing Co., Inc.
5450 Deramus
Kansas City, Missouri
64120

MRP
9-8-99

- Individual(s)
- General Partnership
- Corporation-State Delaware
- Other
- Association
- Limited Partnership

Additional names(s) of conveying party(ies) Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: _____

ease record the attached original documents or copy thereof.

2. Name and address of receiving party(ies):

Name: Big Dog Holdings, Inc.

SEP 8

Internal Address: _____

Street Address: 121 Gray Avenue

City: Santa Barbara State: CA ZIP: 93101

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State Delaware
- Other _____

If assignee is not domiciled in the United States, a domestic designation is Yes N
(Designations must be a separate document from
Additional name(s) & address(es) Yes N

4. Application number(s) or registration numbers(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1985899

Additional numbers Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Anthony J. Wall

Internal Address: _____

Street Address: 121 Gray Avenue

City: Santa Barbara State: CA ZIP: 93101

6. Total number of applications and registrations involved:.....

1

7. Total fee (37 CFR 3.41):.....\$ \$40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: _____

DO NOT USE THIS SPACE

09/09/1999 NTHA11 00000298 1985899

FC-461 40.00 CP

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Anthony J. Wall

Name of Person Signing

Signature

9/11/99

Date

Total number of pages including cover sheet, attachments, and

3

ASSIGNMENT OF TRADEMARK

Universal Manufacturing Co., Inc, a Delaware corporation having an address at 5450 Deramus, Kansas City, Missouri 64120 ("Assignor"), for valuable consideration, the receipt and adequacy whereof are hereby acknowledged, hereby assigns and transfers to Big Dog Holdings, Inc., a Delaware corporation having an address at 121 Gray Avenue, Santa Barbara, California 93101 ("Assignee"), and Assignee hereby accepts:

- A. All rights, title and interest held by Assignor in and to the trademark, registration of trademark and application for such registration, more fully identified in Schedule A attached hereto (hereinafter referred to as the "Trademark");
- B. The goodwill of the business connected with the use of the Trademark by Assignor and its licensees and symbolized by the Trademark; and
- C. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present or future infringement of said Trademark or injury to said goodwill, together with the right to sue or recover the same in the Assignor's name.

In the witness whereof, the undersigned has hereunto set hand as of the date written below.

UNIVERSAL MANUFACTURING CO., INC.

Dated: 8/24, 1999

By: Joseph Wilner
Joseph Wilner
President

BIG DOG HOLDINGS, INC.

Date: 8/9, 1999

By: Anthony J. Wall
Anthony J. Wall
Executive Vice President
and General Counsel

SCHEDULE A

TRADEMARK

REGISTRATION NO.

FILING DATE

BIG DOG

1985899

October 11, 1995