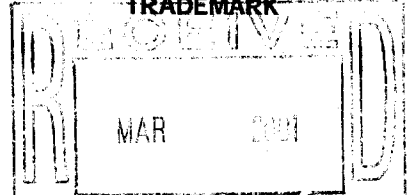


03-23-2001



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TRADEMARK



RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

3.7.01

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
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Reel # Frame #

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date
Month Day Year

Formerly

- Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

- Individual General Partnership Limited Partnership

Corporation Association

Other

Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

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03/23/2001 11:00:01 CR 00000147 032460 75778547
01 FD:48 40.00 CH

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TRADEMARK
REEL: 002255 FRAME: 0886

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments. #

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text" value="75/772547"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved. #

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed Deposit Account

Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)
Deposit Account Number: #

Authorization to charge additional fees: Yes No

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. Charges to deposit account are authorized, as indicated herein.

Sara Goldberg

MARCH 6, 2001

Name of Person Signing

Signature

Date Signed

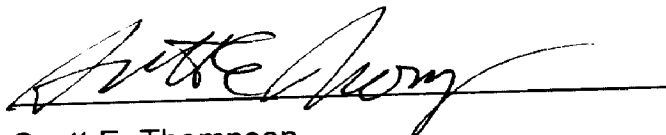
TRADEMARK ASSIGNMENT

WHEREAS, Colgate-Palmolive Company, a corporation of the State of Delaware, with principal offices at 300 Park Avenue, New York, New York 10022 U.S.A. (the "Assignor") has adopted and is using the trademark PET FIT, for which an application is filed with the United States Patent and Trademark Office under Application Serial No. 75/772547, filed August 10, 1999; and

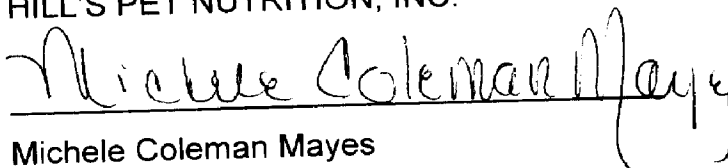
WHEREAS, Hill's Pet Nutrition, Inc., a corporation of the State of Delaware, with principal offices at 400 SW Eighth Street, Topeka, KS 66603 U.S.A. (the "Assignee") desires to acquire the trademark and the pending application thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns, transfers and conveys to the Assignee, its successors and assigns all its right, title and interest in and to the trademark, together with all goodwill of the business related thereto or associated therewith and any common law rights thereto or associated therewith as well as any related rights, based on use or otherwise, including the right to sue for past, present or future infringement and the right to receive and retain any proceeds resulting from such infringements.

ASSIGNOR: COLGATE-PALMOLIVE COMPANY

By: 
Scott E. Thompson
Vice President and Assistant General Counsel – Trademarks
Dated: MARCH 6, 2001

ASSIGNEE: HILL'S PET NUTRITION, INC.

By: 
Michele Coleman Mayes
Vice President and Secretary
Dated: MARCH 6, 2001