

OMB No. 0651-0011 (exp. 4/94)



Tab settings

To the Honorable Commissioner of Pa 101651771

Attached original documents or copy thereof.

3-5-01

1. Name of conveying party(ies): Vet's Choice
Individual(s) Association
General Partnership Limited Partnership
Corporation-State
Other
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: HPP Specialty Products, Inc.
Internal Address:
Street Address: 1062 Progress Street
City: Pittsburgh State: PA ZIP: 15212
Individual(s) citizenship
Association
General Partnership
Limited Partnership
Corporation-State California
Other

3. Nature of conveyance:
Assignment Merger
Security Agreement Change of Name
Other
Execution Date: February 26, 2001

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or patent number(s):
A. Trademark Application No.(s)
Additional numbers attached? Yes No

B. Trademark Registration No.(s)
See Schedule A

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Dean A. Bierkan, Esq.
Internal Address: H. J. Heinz Company
Street Address: 1062 Progress Street
City: Pittsburgh State: PA ZIP: 15212

6. Total number of applications and registrations involved: 5

7. Total fee (37 CFR 3.41).....\$ 140.00
Enclosed
Authorized to be charged to deposit account

8. Deposit account number: 08-1631
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.

Dean A. Bierkan
Name of Person Signing

Signature

03/02/2001
Date

Total number of pages including cover sheet, attachments, and document: 34

Mail documents to be recorded with required cover sheet information to: Commissioner of Patents & Trademarks, Box Assignments Washington, D.C. 20231

Schedule A

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
SENSITIVE FORMULA	1,986,800	07/16/1996
NEUTRAL FORMULA	1,986,801	07/16/1996
DEVELOPMENT FORMULA	1,986,802	07/16/1996
MODIFIED FORMULA	2,118,683	12/09/1997
HIFACTOR FORMULA	2,152,913	04/21/1998

**ASSIGNMENT**

WHEREAS, Vet's Choice, a California general partnership, with offices located at 1062 Progress Street, Pittsburgh, PA 15212, ("Vet's Choice"), is the owner of certain trademark registrations, a list of which is attached hereto as Schedule A, as well as other unregistered common law trademarks, trade dress and label designs; and

WHEREAS, HPP Specialty Products, Inc., a California corporation located at 1062 Progress Street, Pittsburgh, PA 15212, is desirous of acquiring all right, title and interest in and to the registered trademarks, unregistered common law trademarks, trade dress and label designs including the goodwill of the trademarks connected with the use thereof and symbolized thereby;

NOW THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, Vet's Choice does hereby assign unto HPP Specialty Products, Inc. all right, title and interest in and to the registered trademarks set forth in Schedule A and to the unregistered common law trademarks, trade dress and label designs utilized with the registered trademarks together with any goodwill of the trademarks symbolized thereby.

Vet's Choice agrees to execute any and all additional documents that may be necessary from time to time to perfect and record title to the trademarks in HPP Specialty Products, Inc. and to carry out the intent of this Assignment.

HPP SPECIALTY PRODUCTS, INC.  
General Partner of Vet's Choice

By:     *Leonard A. Cullo*      
Leonard A. Cullo, Secretary

Subscribed and sworn to before me this 26<sup>th</sup> day of February, 2001.

    *Ann C. Lovell*    

Notary Public

Notarial Seal  
Ann C. Lovell, Notary Public  
Pittsburgh, Allegheny County  
My Commission Expires Aug. 31, 2007  
Member, Pennsylvania Association of Notaries

VET'S CHOICE - SPECIALTY - HPP

Trademark Report by Mark  
 Country: US  
 Status: ACTIVE

Printed: 02/26/2001 Page 1

SCHEDULE A

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
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*Next Action Due*

**DEVELOPMENT FORMULA**

UNITED STATES	T02841US0	03/16/1995	74/647,401	07/16/1996	1,986,802	REGISTERED	31
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07/16/2002 AFFIDAVIT OF USE

31 - Animal foodstuffs and pet food.

**HIFACTOR FORMULA**

UNITED STATES	T02842US0	04/19/1996	75/091,078	04/21/1998	2,152,913	REGISTERED	31
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04/21/2004 AFFIDAVIT OF USE

31 - Animal foodstuffs and pet food.

**MODIFIED FORMULA**

UNITED STATES	T02844US0	03/14/1995	74/647,400	12/09/1997	2,118,683	REGISTERED	31
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12/09/2003 AFFIDAVIT OF USE

31 - Animal foodstuffs and pet food.

**NEUTRAL FORMULA**

UNITED STATES	T02845US0	03/16/1995	74/647,399	07/16/1996	1,986,801	REGISTERED	31
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07/16/2002 AFFIDAVIT OF USE

31 - Animal foodstuffs and pet food.

**SENSITIVE FORMULA**

UNITED STATES	T02846US0	03/16/1995	74/647,393	07/16/1996	1,986,800	REGISTERED	31
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07/16/2002 AFFIDAVIT OF USE

31 - Animal foodstuffs and pet food.

END OF REPORT

TOTAL ITEMS SELECTED = 5