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04-11-2001



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Docket No.:

7543/11



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To the Honorable Commissioner of Patents and

to receive the attached original

03-29-2001

U.S. Patent & TMO/TM Mail Rpt Dt. #26

1. Name of conveying party(ies):

JDN, Inc.

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

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

3. Nature of conveyance:

3-29-01

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

Execution Date: February 26, 2001

2. Name and address of receiver:

Name: LOA Associates, LLC

Internal Address:

Street Address: 75 Holly Hill Lane

City: Greenwich State: CT ZIP: 16836

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

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)

2,059,917

Additional numbers  Yes  No

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

Name: Peter E. Nussbaum

Internal Address: Wolff & Samson, P.A.

Street Address: 5 Becker Farm Road

City: Roseland State: NJ ZIP: 07068

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:

40E

n/a

DO NOT USE THIS SPACE

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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.

Peter E. Nussbaum

Name of Person Signing

Signature

3/27/01

Date

Total number of pages including cover sheet, attachments, and

2

TRADEMARK

REEL: 002267 FRAME: 0783

## TRADEMARK ASSIGNMENT

This Assignment made effective as of the 26th day of February, 2001, by and between JDN, INC., d/b/a EARTH ANIMAL, a Connecticut Corporation located at 606 Post Road East, Westport, Connecticut 06880 ("Assignor"), and LOA ASSOCIATES, LLC, a Delaware limited liability company having an address at 75 Holly Hill Lane, Greenwich, Connecticut 16836 ("Assignee").

### WITNESSETH

**WHEREAS**, Assignor is the owner of the United States Trademark Registration Number 2,059,917, for the mark LOVE OF ANIMALS in International Class 16 for a newsletter about pet care and pet health concerns (the "Trademark").

**WHEREAS**, Assignee is desirous of acquiring all of Assignor's rights in and to the Trademark, including any and all common law rights thereto.

**NOW, THEREFORE**, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee, all rights, title and interests throughout the world, in and to the Trademark together with all of the good will of the business symbolized by the Trademark and with the right to recover for damages and profits and all other remedies for past infringements thereof.

ASSIGNOR:

JDN, INC., d/b/a EARTH ANIMAL

By: *Susan J. Gleason*  
Name:  
Title: *President*