

5-7-01

05-10-2001



101713124

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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

#### Submission Type

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

#### Conveyance Type

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

#### Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

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/AK/A/T/A

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

- Individual  General Partnership  Limited Partnership
- Corporation  Association

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.)

Other

Citizenship/State of Incorporation/Organization

#### FOR OFFICE USE ONLY

05/10/2001 GT0N11 00000091 75831123

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40.00 DP

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Mail documents to be recorded with required cover sheet & information to: Commissioner of Patents and Trademarks, Box Assignments, 400 ...

TRADEMARK

REEL: 002292 FRAME: 0267

**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

(602)285-1660

Name

Corporate Legal Department

Address (line 1)

Farnam Companies, Inc.

Address (line 2)

301 West Osborn Road

Address (line 3)

Address (line 4)

Phoenix, Arizona 85013

**Pages**

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

#

1

**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)

75/831,123		


**Number of Properties**

Enter the total number of properties involved.

#

1

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

\$40.00

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.

Kim Diulus

Name of Person Signing

Signature

5/4/01

Date Signed

**ASSIGNMENT OF FEDERAL REGISTERED TRADEMARKS  
and TRADEMARK APPLICATIONS**

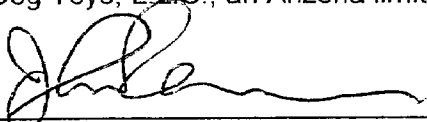
This Assignment of Federal Registered Trademarks and Trademark Applications ("ASSIGNMENT"), effective as of May 1, 2001 (the "EFFECTIVE DATE"), is made by and between Happy Dog Toys, L.L.C., an Arizona limited liability company having its principal place of business at 411 South Madison Drive, Tempe, Arizona 85281 ("ASSIGNOR") and Farnam Companies, Inc., an Arizona corporation having its principal place of business at 301 West Osborn Road, Phoenix, Arizona 85013 ("ASSIGNEE").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and set over unto ASSIGNEE, its successors and assigns, as of the EFFECTIVE DATE, all rights, title and interests in and to registered trademarks and applications for federal trademark registrations delineated on **Exhibit A** attached hereto (individually and collectively, the "TRADEMARKS"), together with the goodwill of the business associated with and symbolized by said TRADEMARKS; and together with all rights to damages, profits and/or any remedy whatsoever due or accrued arising out of any past infringement by any entity of said TRADEMARKS or any injury to the goodwill of the business associated with, and symbolized by, said TRADEMARKS.

IN WITNESS WHEREOF, ASSIGNOR has caused this ASSIGNMENT to be executed by his duly authorized representative as of the EFFECTIVE DATE.

**ASSIGNOR**

Happy Dog Toys, L.L.C., an Arizona limited liability company

By:   
John Florance  
Its: Managing Member

**Exhibit A**

<b><u>Trademark</u></b>	<b><u>Number</u></b>	<b><u>Date Filed or Registered</u></b>
Atomic Saucerball®	2,416,427	12/26/00
BinkyBall®	2,420,070	1/9/01
Bounce-N-Pounce®	2,317,205	2/8/00
Bouncing Plush™	76/159,096	11/6/00
ConeBone®	2,424,076	1/23/01
Funkeez™	76/158088	11/3/00
Happy Cat Head Logo™	76/159,099	11/6/00
Happy Dog Head Logo®	2,267,316	8/3/99
Jingleballs®	2,317,204	2/8/00
Jinglebone™	75/717589	5/19/99
Jumball™	75/609478	12/16/98
Kitten Mitten™	75/927136	2/23/00
Kitty L'Amour™	76/199,866	1/29/01
Ornamutts™	75/927135	2/23/00
TennisBone® (USA)	2,151,467	4/14/98
Toys For Dogs, Cats, And Other Kids™	75/831123	10/22/99
Zooball™	75/901549	1/17/00
Zoobeez!™	75/927134	2/10/00