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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Raymond G. Rogers

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: **Big Dog Holdings, Inc.**
Internal Address: _____
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 representative designation is attached: Yes No
 (Designations must be a separate document from assignment)
 Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: **May 8, 2001**

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)
75/303,270

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: **Kurt Koenig**
 Internal Address: _____

 Street Address: **220 E. Figueroa Street**

 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:

 (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.

Elizabeth A. Linford *Elizabeth Linford* **5/29/2001**
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: **3**

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

TRADEMARK ASSIGNMENT *May 8/2001*

This Assignment ("Assignment") is made effective as of ~~April~~ ^{May} 8, 2001 from Raymond G. Rogers, an individual with an address at P.O. Box 2534, Clarksville, IN 47131 USA ("ASSIGNOR") to BIG DOG HOLDINGS, INC., a Delaware Corporation with a business address at 121 Gray Avenue, Santa Barbara, CA 93101 USA ("ASSIGNEE");

WHEREAS, ASSIGNOR has filed an application for a certain trademark(s) ("the Marks") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods on which the Marks are used ("the Products"); and

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks (the "Marks").

NOW, THEREFORE, in consideration of the payment of \$3,250.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks, together with (1) the goodwill of the business relating to the Products in respect upon which the Marks are used and for which they are registered; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present, and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms, and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

RAYMOND G. ROGERS

Raymond G. Rogers

ACKNOWLEDGEMENT

State of Kentucky)
County of Jefferson)

On ~~April~~ ^{May} 8th, 2001 before me, David W. Carrithers, Notary Public, personally appeared Raymond Rogers, personally known to me - **OR** - proved to me on the basis of satisfactory evidence to be the person(s) whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

David W. Carrithers
Signature of Notary Public

Exhibit A

TRADEMARK(S)

Mark

Application Serial No.

Filing Date

BRUISER THE BIG DOG
OF TANDEM PULLERS

75/303,270

June 4, 1997