

09-19-2002



ET

Docket No.:

.Y

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102226768

To the Honorable Commissioner of Patents and Trademarks, attached original documents or copy thereof.

1. Name of conveying party(ies):

**DEBBIE HERRENBRUCK** *19-16 02*

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

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

2. Name and address of receiving party(ies):

Name: **MARKETING AND CREATIVE SALES, INC.**

Internal Address: \_\_\_\_\_

Street Address: **18010 Pine Canyon Court**

City: **Chesterfield**                      State: **MO**    ZIP: **63005**

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State **Missouri**  
 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: **September 3, 2002**

4. Application number(s) or registration numbers(s):

A. Trademark Application No.(s)

**76/344,108**

Additional numbers attached?     Yes     No

B. Trademark Registration No.(s)

OFFICE OF RECORDS  
SEP 16 PM 1:38  
FINANCE SECTION

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

Name: **Robert D. Hovey, Esq.**

Internal Address: **HOVEY WILLIAMS LLP**

Street Address: **2405 Grand Blvd., Suite 400**

City: **Kansas City**                      State: **MO**    ZIP: **64108**

6. Total number of applications and registrations involved:.....

7. Total fee (37 CFR 3.41):..... \$ **\$40.00**

Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number: \_\_\_\_\_

09/18/2002 TDIAZ1    00000042 76344108  
01 FC:481                      40.00 DP

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.

**Robert D. Hovey**  
Name of Person Signing

*Robert D. Hovey*                      **9/9/02**  
Signature                                      Date

## **ASSIGNMENT**

Whereas, DEBBIE HERRENBRUCK, an individual, of 18010 Pine Canyon Court, Chesterfield, Missouri 63005, intends to use the trademark TALK TO ME PET TAG in interstate commerce and has filed, with the U.S. Patent and Trademark Office, an application for registration of said trademark, Serial No. 76/344,108, filed December 3, 2001, based upon the bona fide intent of Assignor to use such mark in commerce, but has not as yet filed an allegation of use of said mark under Section 1(c) or 1(d) of the Trademark Law; and

WHEREAS, Assignor, by this document, is assigning said mark of the above identified application for registration thereof to a successor to the entire business of Assignor to which said mark pertains, as required by 15 U.S.C. 1060; and

WHEREAS, MARKETING AND CREATIVE SALES, INC., a corporation of the State of Missouri, of 18010 Pine Canyon Court, Chesterfield, Missouri 63005, the successor to the ongoing and existing business or portion thereof of Assignor, to which the above identified mark pertains, is desirous of acquiring said mark and the pending intent to use application for registration thereof; and

WHEREAS, Assignor further warrants that she is the lawful owner of the above identified mark and the application for registration thereof, and that she has full right and authority to make this assignment thereof; and that there are no other assignments of rights or licenses granted with respect to said mark;

NOW, THEREFORE, for good and valuable consideration, Assignor hereby assigns to Assignee, said mark and the application for registration thereof, together with any goodwill of the business which may be symbolized by the mark with the understanding that,

by this assignment, Assignee succeeds to all ongoing and existing business of Assignor to which the above identified mark pertains and, by its execution of this assignment, Assignee assumes all liabilities in connection with the mark, including, but without limitation thereto, the further prosecution of the above identified application for registration thereof.

This Assignment shall be binding upon and inure to the benefit of the parties hereto, their heirs, successors and assigns.

The Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration to said **MARKETING AND CREATIVE SALES, INC.**

Executed this 30 day of SEPTEMBER, 2002.

**DEBBIE HERRENBRUCK**  
"Assignor"

**MARKETING AND CREATIVE SALES, INC.**  
"Assignee"

Debbie Herrenbruck  
Debbie Herrenbruck

By: Rod Herrenbruck  
Name: ROD HERRENBRUCK  
Title: V.P. SALES & MARKETING