

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Jonathan Stone, Ltd.		07/25/2003	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Big Dog Holdings, Inc.		
<b>Street Address:</b>	121 Gray Avenue		
<b>City:</b>	Santa Barbara		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	93101		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>		
<b>Registration Number:</b>	2430026		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(805)564-8262		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	805-965-4400		
<b>Email:</b>	ETAS@incip.com		
<b>Correspondent Name:</b>	Kurt Koenig		
<b>Address Line 1:</b>	220 East Figueroa St.		
<b>Address Line 4:</b>	Santa Barbara, CALIFORNIA 93101		
<b>ATTORNEY DOCKET NUMBER:</b>	2288-199		
<b>NAME OF SUBMITTER:</b>	Kurt Koenig		
<b>Total Attachments: 2</b>			
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source=2430026-Sched-A.tiff			

OP \$40.00 2430026

**TRADEMARK ASSIGNMENT**

This Assignment ("Assignment") is made effective as of July 25, 2003 from Jonathan Stone, Ltd., a New York corporation having a principal place of business at 35 West 35<sup>th</sup> Street, New York, NY 10001 ("ASSIGNOR") to Big Dog Holdings, Inc., a Delaware corporation having a principal place of business at 121 Gray Avenue, Santa Barbara, California 93101 ("ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the trademark ("the Mark") 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 and services on which the Mark is used ("the Goods & Services"); and

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

NOW, THEREFORE, for 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 Mark, together with (1) the goodwill of the business relating to the Goods & Services in respect upon which the Mark is used; (2) all future income, royalties, and damages with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Mark; and (3) all rights to sue for past, present, and future infringements or misappropriations of the Mark.

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 Mark.

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

Jonathan Stone, Ltd.

By: 

Name: John D. LAURENZIO

Title: President



EXHIBIT "A"

TRADEMARK

POLAR DOG	
Registration Number:	2,430,026
Filing Date:	2000-04-03
Registration Date:	2001-02-20

