

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mars Advertising Company, Inc.		09/24/2003	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	Clorox Pet Products Company		
Street Address:	1221 Broadway		
City:	Oakland		
State/Country:	CALIFORNIA		
Postal Code:	94612		
Entity Type:	CORPORATION: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78214852	KITTY LANE	
CORRESPONDENCE DATA			
Fax Number:	(248)649-3338		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	248-649-3333		
Email:	basile@ybpc.com		
Correspondent Name:	Andrew R. Basile, Registration No. 24753		
Address Line 1:	3001 West Big Beaver Road		
Address Line 2:	Suite 624		
Address Line 4:	Troy, MICHIGAN 48084-3107		
ATTORNEY DOCKET NUMBER:	MAT-150-SM		
NAME OF SUBMITTER:	Andrew R. Basile		
Total Attachments: 1 source=MAT150SM#page1.tif			

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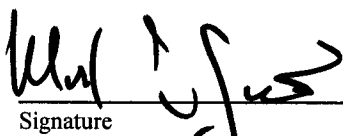
WHEREAS, Mars Advertising Company, Inc., a corporation of the State of Michigan, having a principal place of business at 23999 Northwestern Highway, Southfield, MI 48075-2528, hereafter referred to as "Assignor";

WHEREAS, Clorox Pet Products Company, a corporation of the State of Texas, having a principal place of business at 1221 Broadway, Oakland, CA 94612, hereafter referred to as "Assignee", is desirous of acquiring said mark;

ASSIGNOR has intended to use the mark KITTY LANE in commerce and on February 14, 2003 filed an application now assigned U.S. Serial No. 78/214,852 indicating that intent, but has not filed an Allegation of Use Under §§1(c) or 1(d) of the Trademark Act. Applicant is assigning the mark in the subject application as part of the entire business or a portion thereof to which the mark pertains as required by §15 USC 1060;

NOW, THEREFORE, for One (\$1.00) Dollar and other good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark, and the above-identified application for registration of said mark.

The Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration to said Assignee.

By: 
Signature

MARK S. JACOBS
Print name

Its: CAO
Title

Date: 9/24/03