

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Clark Driftmier		11/15/2003	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	Natural Pet Nutrition, L.L.C.
Street Address:	3133 Orchard Vista, SE
City:	Grand Rapids
State/Country:	MICHIGAN
Postal Code:	49546
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Serial Number:	78252688	LET BY-PRODUCTS BE BYGONES
Serial Number:	78252684	BE TRUE TO YOUR PET'S TRUE NATURE
Serial Number:	78252679	WILDLY NUTRITIOUS PET FOOD
Serial Number:	78249108	PETPROMISE
Serial Number:	78245999	PURE INSTINCT

CORRESPONDENCE DATA

Fax Number: (303)473-2720
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ATTORNEY DOCKET NUMBER:	48418.0003
NAME OF SUBMITTER:	Scott S. Havlick

TRADEMARK

OP \$140.00 78252688

Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS, Clark Driftmier, an individual, whose address is 2525 Briarwood Drive, Boulder, Colorado 80305 ("Assignor"), is the owner of the following pending United States trademark applications:

Mark	Application No.
LET BY-PRODUCTS BE BYGONES	78/252,688
BE TRUE TO YOUR PET'S TRUE NATURE	78/252,684
WILDLY NUTRITIOUS PET FOOD	78/252,679
PETPROMISE	78/249,108
PURE INSTINCT	78/245,999


WHEREAS, Natural Pet Nutrition, L.L.C., a Delaware Limited Liability Company, having an office and principal place of business at 3133 Orchard Vista, SE, Grand Rapids, MI 49546 ("Assignee"), seeks to acquire the entire right, title, interest in and to said trademarks/service marks, applications, any registrations issued thereon, and all rights of renewal thereof, together with the goodwill of the business associated with and symbolized by said trademarks/service marks, and

WHEREAS, with the execution of this Trademark Assignment, Natural Pet Nutrition, L.L.C. is acquiring that portion of the business of Assignor to which the above-listed applications pertain, which itself is ongoing and existing,

NOW THEREFORE, for and in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has sold, assigned and set over and does hereby sell, assign and set over unto Assignee, and its successors, the entire right, title and interest to said trademarks/service marks, said applications, any registrations issued thereon, and all rights of renewal thereof, together with the goodwill of the business associated with and symbolized by said trademarks/service marks, and together with the right to sue for past infringement and to collect all damages or profits for past infringements for its own use and benefits.

Effective Date: November 15, 2003.

CLARK DRIFTMIER



Clark Driftmier