

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
JW Pet Company, Inc.		05/07/2004	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	European Beauty Products, LTD		
Street Address:	10631 Capital		
City:	Oak Park		
State/Country:	MICHIGAN		
Postal Code:	48237		
Entity Type:	LTD LIAB JT ST CO: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2646127	EASY GROOM	
CORRESPONDENCE DATA			
Fax Number:	(248)647-5210		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	248-647-6000		
Email:	docket@patlaw.com		
Correspondent Name:	Mark D. Schneider		
Address Line 1:	280 N. Old Woodward, Suite 400		
Address Line 4:	Birmingham, MICHIGAN 48009		
ATTORNEY DOCKET NUMBER:	EZG-10019/38		
NAME OF SUBMITTER:	Mark D. Schneider		
Total Attachments: 2			
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ASSIGNMENT OF TRADEMARK

WHEREAS JW Pet Company, Inc. ("ASSIGNOR") a New Jersey corporation, having a place of business at 1 United Lane, Teterboro, NJ 07608 has adopted, used and is the owner of the entire right, title and interest in and the trademark EASY GROOM registered in the Federal Register of the United States on November 5, 2002 as U.S. Registration No. 2,646,127, and

WHEREAS, European Beauty Products, Ltd. d/b/a E-Z Groom, a Michigan corporation having an office and place of business at 10631 Capital, Oak Park, Michigan 482378 ("ASSIGNEE"), is desirous of acquiring the intellectual property and good will associated therewith,

WHEREAS, the said ASSIGNOR desires to transfer, assign, convey, deliver, set over and vest all of said right, title and interest for the United States unto and in European Beauty Products, Ltd. d/b/a E-Z Groom, a Michigan corporation having an office and place of business at 10631 Capital, Oak Park, Michigan 482378 ("ASSIGNEE"), and

WHEREAS, ASSIGNEE desires to receive from ASSIGNOR all of said right, title and interests in the trademark EASY GROOM (U.S. Registration No. 2,646,127),:

NOW THEREFORE, for goods and valuable consideration, the receipt and adequacy of which are hereby acknowledged, ASSIGNOR does hereby assign, convey, transfer, deliver, set over and vest to and in ASSIGNEE, its successors and assigns, absolutely and forever, this entire right, title and interest, whether statutory or common law, in and to the trademark EASY

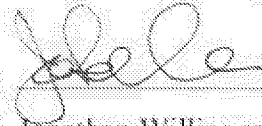
GROOM (U.S. Registration No. 2,646,127), and all the rights and privileges related thereto including but not limited to the priority rights arising from said Registration and mark, the right to recover and take all such proceedings as may be necessary for the recovery of damages or otherwise in respect of past, present and future infringement and dilution, together with that part of the goodwill of the business connected with the use of and symbolized by said Trademark in the United States.

IN WITNESS WHEREOF, JW Pet Company, Inc. has caused this Trademark

Assignment to be executed and delivered as of this 7th day of May, 2004.

JW PET COMPANY, INC.

By



Name

Jonathan Willinger

Title

President