

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Natural Pet Nutrition, L. L. C.		04/06/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Societe des Produits Nestle S. A.
Street Address:	Case Postale 353
Internal Address:	Intellectual Property Group
City:	Vevey
State/Country:	SWITZERLAND
Postal Code:	1800
Entity Type:	societe anonyme: SWITZERLAND

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:	(314)982-1613
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	314-982-4081
Email:	sbrankovic@purina.com
Correspondent Name:	Bonnie S. Sparks
Address Line 1:	Checkerboard Square
Address Line 2:	Intellectual Property Group - 11T
Address Line 4:	St. Louis, MISSOURI 63164

ATTORNEY DOCKET NUMBER:	NPPC - AQUISITION - NPN
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OP \$140.00 78252688

DOMESTIC REPRESENTATIVE

Name: Nestle Purina PetCare Company
Address Line 1: Checkerboard Square
Address Line 2: Intellectual Property Group - 11T
Address Line 4: St. Louis, MISSOURI 63164

NAME OF SUBMITTER:

Stacy B. Brankovic

Total Attachments: 3
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ASSIGNMENT OF TRADEMARKS

Dated as of April 6, 2004

WHEREAS, Natural Pet Nutrition, L.L.C., a Delaware corporation ("Seller"), is the owner of all right, title and interest in the trademark registrations and applications therefor identified in Attachment A, (the "Trademarks"); and

WHEREAS, Nestlé S.A., a corporation organized under the laws of Switzerland ("Buyer"), Seller and IdeaSphere Inc., a Michigan corporation, have entered into that certain Asset Purchase Agreement, dated as of the same date herewith (the "Asset Purchase Agreement"), pursuant to which Seller has agreed to sell, and Buyer has agreed to buy, certain intellectual property, including, without limitation, the trademark registrations and applications therefore shown in Attachment A and the goodwill of the business associated therewith and symbolized thereby; and

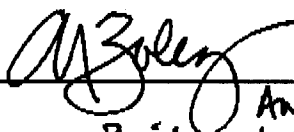
WHEREAS, Société des Produits Nestlé S.A., a société anonyme organized under the laws of Switzerland and an affiliate of Buyer ("SBN") is the successor to that portion of the business of the Seller to which the Trademarks pertain;

NOW, THEREFORE, for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound, Seller hereby assigns and transfers to SBN all of its right, title and interest in and to the Trademarks, together with the trademark registrations and applications therefor shown in Attachment A, and all goodwill of the business associated therewith.

[Signature Page Follows]

IN WITNESS WHEREOF, this Assignment of Trademarks has been signed as of the date first above written.

NATURAL PET NUTRITION, LLC

By: 
Name: ANTHONY ZOLAZZI
Title: President & CEO

ATTACHMENT A

Trademark Registrations:

None.

U.S. Trademark Applications:

<u>Trademark</u>	<u>Application No.</u>	<u>Filing Date</u>	<u>Owner</u>
LET BY-PRODUCTS BE BYGONES	78-252688	5-21-03	Natural Pet Nutrition, L.L.C.
BE TRUE TO YOUR PET'S TRUE NATURE	78-252684	5-21-03	Natural Pet Nutrition, L.L.C.
WILDLY NUTRITIOUS PET FOOD	78-252679	5-21-03	Natural Pet Nutrition, L.L.C.
PETPROMISE	78-249108	5-13-03	Natural Pet Nutrition, L.L.C.
PURE INSTINCT	78-245999	5-6-03	Natural Pet Nutrition, L.L.C.

Attachment A to Assignment of Trademarks