

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| Dad's Pet Care, Inc. | | 04/14/2004 | CORPORATION: PENNSYLVANIA |

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| RECEIVING PARTY DATA | |
| Name: | Dad's Pet Care |
| Street Address: | 18746 Mill Street |
| Internal Address: | Attn: Jace Wallace |
| City: | Meadville |
| State/Country: | PENNSYLVANIA |
| Postal Code: | 16335 |
| Entity Type: | Fictitious Name: PENNSYLVANIA |

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| PROPERTY NUMBERS Total: 2 | | |
| Property Type | Number | Word Mark |
| Serial Number: | 76390310 | KIBBLES & KRUNCHES |
| Serial Number: | 76390280 | KIBBLE MEDLEY |

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| CORRESPONDENCE DATA | |
| Fax Number: | (814)332-5001 |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
| Phone: | 814-724-7710 |
| Email: | tsenterprise@swbell.net |
| Correspondent Name: | Dad's Pet Care |
| Address Line 1: | 18746 Mill Street |
| Address Line 2: | Attn: Jace Wallace |
| Address Line 4: | Meadville, PENNSYLVANIA 16335 |

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| NAME OF SUBMITTER: | Connie White |
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| Total Attachments: 2 source=pg07#page1.tif source=Mark list#page1.tif |
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OP \$65.00 76390310

NAME CHANGE/ASSIGNMENT OF TRADEMARKS

For good and valuable consideration, receipt of which is hereby acknowledged, Dad's Pet Care, Inc. ("Dad's") 18746 Mill Street, P.O. Box 451, Meadville, Pennsylvania 16335 (Assignor), has changed its name, and as owner of the attached marks therefore assigns to Dad's Pet Care, a fictitious name entity formed in Pennsylvania ("Dad's Pet Care"), 18746 Mill Street, Meadville, Pennsylvania 16335 (Assignee), all rights, title and interest in and to the marks attached hereto as Exhibit A, together with the goodwill symbolized by the marks, effective as of January 1, 2004.

IN WITNESS WHEREOF, Dad's has caused this Name Change/Assignment to be signed by its duly authorized officers on this 14 day of April, 2004.

DAD'S PET CARE, INC.
(Owner/Assignor)



BY: DOUGLAS A. LANG
V.P., SALES & MARKETING

STATE OF PENNSYLVANIA)
COUNTY OF Crawford) ss

On the 14th day of April, 2004, before me appeared Douglas A. Lang, the person who was authorized to sign this instrument on behalf of the identified corporation, who being sworn, acknowledged that he signed this instrument as a free act.


Notary Public

My Commission Expires: _____

NOTARIAL SEAL
Virginia L. Steiger, Notary Public
Meadville, Crawford County, PA
My Commission Expires Jan. 28, 2006

