

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 |
|-----------------------|--|

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|------------------------------|----------|----------------|---------------------------|
| Dad's Products Company, Inc. | | 04/14/2004 | CORPORATION: PENNSYLVANIA |

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 |

PROPERTY NUMBERS Total: 18

| Property Type | Number | Word Mark |
|----------------------|----------|-----------------------------|
| Serial Number: | 76368217 | DENTA CRUNCH |
| Registration Number: | 2609837 | ECON-O-METS |
| Registration Number: | 2649032 | BETTER THAN EARS |
| Registration Number: | 2710015 | KIBBLES & NUGGETS & NIBBLES |
| Serial Number: | 76280792 | PIG OUT EARS |
| Serial Number: | 76280788 | NEAR EARS |
| Registration Number: | 2365318 | MEGA-START |
| Registration Number: | 2428851 | DAD'S GOURMET BLEND |
| Registration Number: | 2335447 | KIBBLE SELECT |
| Registration Number: | 2289643 | HEARTY MEALS |
| Registration Number: | 2175651 | LEAN & FIT |
| Registration Number: | 2135068 | DAD'S KNOWS BEST |
| Registration Number: | 2143467 | SELECTABLES |
| Registration Number: | 2333447 | DOCTOR'S ORDERS |

OP \$465.00 76368217

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|----------------------|---------|-------------------|
| Registration Number: | 2152692 | GOOD SENSE |
| Registration Number: | 1974401 | KITTY SELECT |
| Registration Number: | 1589215 | NUGGETS & NIBBLES |
| Registration Number: | 2536487 | HAVE A HEART |

CORRESPONDENCE DATA

Fax Number: (800)639-8649

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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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|-------------------------|----------------------|
| ATTORNEY DOCKET NUMBER: | PRODUCTS ASSIGNMENTS |
| NAME OF SUBMITTER: | Connie White |

Total Attachments: 2
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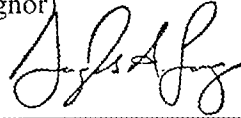
NAME CHANGE/ASSIGNMENT OF TRADEMARKS

For good and valuable consideration, receipt of which is hereby acknowledged, Dad's Products Company, 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 under corporate seal on this 14 day of April, 2004.

(Corporate Seal)

DAD'S PRODUCTS COMPANY, INC.
(Owner/Assignor)

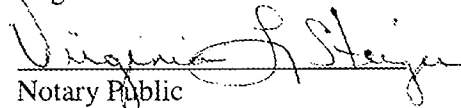


BY: DOUGLAS A. LANG
V.P., SALES & MARKETING

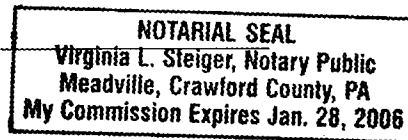
STATE OF PENNSYLVANIA)

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:



ATTACHMENT TO NAME CHANGE
MARKS ASSIGNED

| REG/SER # | MARK |
|-----------|-----------------------------|
| 76368217 | DENTA CRUNCH |
| 2609837 | ECON-O-METS |
| 2649032 | BETTER THAN EARS |
| 2710015 | KIBBLES & NUGGETS & NIBBLES |
| 76280792 | PIG OUT EARS |
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| 2333447 | DOCTOR'S ORDERS |
| 2152692 | GOOD SENSE |
| 1974401 | KITTY SELECT |
| 1589215 | NUGGETS & NIBBLES |
| 2536487 | HAVE A HEART |