

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
Heidi Flammang		09/29/2004	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA	
Name:	Camp Bow Wow Branding, LLC
Street Address:	17011 Lincoln Ave.,
Internal Address:	Suite 153
City:	Parker
State/Country:	COLORADO
Postal Code:	80134
Entity Type:	COMPANY: COLORADO

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2681167	CAMP BOWWOW A DOG GONE GOOD TIME!

CORRESPONDENCE DATA	
Fax Number:	(303)634-2020
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(303) 634-2000
Email:	jwisniewski@swlaw.com
Correspondent Name:	Jennifer F. Wisniewski, Esq.
Address Line 1:	1200 Seventeenth St., Suite 1900
Address Line 2:	Snell & Wilmer LLP
Address Line 4:	Denver, COLORADO 80202

ATTORNEY DOCKET NUMBER:	45507.0300
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NAME OF SUBMITTER:	Jennifer F. Wisniewski
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Total Attachments: 3
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CH \$40.00 2681167

ASSIGNMENT OF TRADEMARK

This Agreement is made by and between Camp Bow Wow Branding, LLC (the "Assignee"), a Colorado limited liability company with its principal place of business at 17011 Lincoln Avenue, Suite 153, Parker, Colorado 80134, and Heidi Flammang (the "Assignor"), having an address of 2128 N. Ardmore Ave., Manhattan Beach, California 90266.

WHEREAS Assignor has adopted, used, and is using in commerce the mark, "Camp Bow Wow" and is the owner of the federal registration number 2681167 (the "Mark") as shown on Exhibit A; and

WHEREAS Assignee desires to acquire and Assignor desires to convey, sell, transfer, deliver and assign to Assignee Assignor's entire right, title, and interest in and to the Mark, the goodwill of the business appurtenant to and connected with the Mark, and all rights at common law in the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged,

1. Assignor agrees to sell, assign, transfer and convey, and by this instrument hereby sells, assigns, transfers and conveys to Assignee, its successors, legal representatives and assigns, Assignor's entire right, title and interest in and to the Mark listed on Exhibit A, the good will of the business appurtenant to and connected with the Mark listed on Exhibit A, all rights at common law in the Mark listed on Exhibit A; and Assignor further assigns, transfers, sells and conveys to Assignee, its successors, legal representatives and assigns, the right to apply for, register, renew, protect, defend and enforce any and all rights to the Mark, including the right to sue for past infringement, the right to enforce any and all trademark rights to Assignor and causes to action therefor, presently known or unknown and inuring to Assignee, and the rights to recover all claims for damages or for compensation for past infringement arising out of any cause of action, whether presently known, unknown, accrued or to accrue.

2. Assignor agrees to cooperate fully with Assignee in connection with perfecting the transfer of all rights to, and vesting of full and complete title in, Assignee, including, without limitation by enumeration, agreeing to the recordation of this Assignment on the records of the United States Patent and Trademark Office. Assignor agrees to sign all papers, to make all necessary declarations, and to provide such samples as may be necessary or desirable for the purpose of accomplishing the registration of the Mark in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. §1051(a)) or in such places and under such other jurisdictions as Assignee may deem desirable. Assignor agrees further to cooperate fully with Assignee in connection with enforcing and defending the rights transferred and particularly in connection with executing any and all instruments deemed by Assignee to be necessary or desirable to implement and accomplish the transfer, enforcement and/or defense of rights granted by Assignor hereunder. Assignor's above agreement to cooperate shall not be construed as submission by Assignor to the jurisdiction or venue of any court.

Exhibit A

Mark



Word Mark	CAMP BOWWOW A DOG GONE GOOD TIME!
Goods and Services	IC 042. US 100101. G & S: KENNEL SERVICES. FIRST USE: 19940101. FIRST USE IN COMMERCE: 20000101
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	030108 260102 260109 260121
Serial Number	78085939
Registration Number	2681167
Registration Date	January 28, 2003
Type of Mark	SERVICE MARK
Register	PRINCIPAL

IN WITNESS WHEREOF, Assignor and Assignee have duly caused this Agreement to be duly executed, as of the last date written below.

Date: 9/29/04

Assignor Heidi Flammang

[Signature]

Date: 9/29/04

Assignee Camp Bow Wow Branding, LLC
a Colorado limited liability company

By: [Signature]
Manager

STATE OF CALIFORNIA)
CITY AND COUNTY OF Los Angeles) ss.

The foregoing instrument was acknowledged before me this 29th day of September 2004 by Heidi Flammang as Manager of Assignee Camp Bow Wow Branding.

Witness my hand and official seal.

My commission expires: 10/7/2006

[Signature]
Notary Public

