

**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
Pooch Toys, LLC		07/02/2004	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	People for the Ethical Treatment of Animals, Inc.
Street Address:	501 Front Street
City:	Norfolk
State/Country:	VIRGINIA
Postal Code:	23510
Entity Type:	CORPORATION: VIRGINIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2558716	POOCH TOYS.COM

CORRESPONDENCE DATA

Fax Number: (757)622-0457  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 757-622-7382  
 Email: JeffK@fsap.org  
 Correspondent Name: Jeffrey S. Kerr  
 Address Line 1: 501 Front Street  
 Address Line 4: Norfolk, VIRGINIA 23510

NAME OF SUBMITTER:	Jeffrey S. Kerr
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Total Attachments: 1  
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OP \$40.00 2558716

**DEED OF GIFT**

By these presents, Pooch Toys, LLC, a California Limited Liability Corporation, with its principal place of business at 708 Blossom Hill Road, #204, Los Gatos, CA 95032 (hereinafter called "the Donor") hereby irrevocably gives, transfers, and assigns to People for the Ethical Treatment of Animals, Inc., a Virginia not-for-profit corporation, with its principal place of business at 501 Front Street, Norfolk, VA 23510 (hereinafter called "PETA"), all right, title, and interests, including all copyright, trademark, goodwill, and related interests, in, to, and associated with the following described property:

DESCRIPTION OF GIFT: the mark "POOCH TOYS.COM" and associated drawing ("the Mark"), as registered on the Principal Register of the United States Patent and Trademark Office, Registration No. 2558716, registered on April 9, 2002.

I have read and understand the above and I affirm that I own the abovementioned property and that I have such right, title, and interests to give.

Dated this 2nd day of July, 2004.

**DONOR**

By: [Signature]

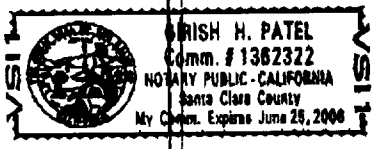
Printed Name: Xue Mei Zhou

Title: owner

SUBSCRIBED and SWORN to before me this 2 day of July, 2004.

[Signature]  
Notary Public

My Commission Expires: 6/25/06



PETA hereby acknowledges receipt of the above Deed of Gift.

Dated this 8th day of July, 2004.

**PETA**

By: [Signature]

Printed Name: Ingrid E. Newkirk

Title: President