

**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
Jill Gizzio		10/07/2004	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA	
Name:	DogToys.com, Inc.
Street Address:	P.O. Box 1401
City:	West Chester
State/Country:	PENNSYLVANIA
Postal Code:	19380
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 7		
Property Type	Number	Word Mark
Registration Number:	2280914	DOGTOYS.COM
Registration Number:	2438617	PET SAVER
Serial Number:	78334716	OUT THE WINDOW
Serial Number:	78338749	WHERE'S THE BALL?
Serial Number:	78368251	SHOP BY BREED
Serial Number:	78456637	BY BREED
Serial Number:	78466220	SHOP BY PERSONALITY

CORRESPONDENCE DATA	
Fax Number:	(877)369-2792
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	610-566-3040
Email:	pwenger@legalpatent.com
Correspondent Name:	Patricia A. Wenger
Address Line 1:	201 North Jackson St.
Address Line 4:	Media, PENNSYLVANIA 19063

NAME OF SUBMITTER:	Patricia A. Wenger
--------------------	--------------------

OP \$190.00 2280914

Total Attachments: 1  
source=041007assignment#page1.tif

## TRADEMARK ASSIGNMENT

WHEREAS, I, Jill Gizzio, an individual who resides in the Commonwealth of Pennsylvania (hereafter referred to as "Assignor"), am the owner of the following Trademarks (hereafter collectively referred to as "the Trademarks") which are registered with the United States Patent and Trademark Office or for which registration applications are now pending in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Serial No./Registration No.</u>	<u>Filing Date</u>
DOGTOYS.COM	2,280,914	4/02/1998
PET SAVER	2,438,617	4/25/2000
OUT THE WINDOW	78/334716	12/01/2003
WHERE'S THE BALL?	78/338749	12/10/2003
SHOP BY BREED	78/368251	2/14/2004
BY BREED	78/456637	7/26/2004
SHOP BY PERSONALITY	78/466220	8/12/2004

WHEREAS, DogToys.com, Inc., a corporation organized and existing under the laws of the State of Delaware (hereafter referred to as "Assignee"), which has a mailing address of P.O. Box 1401, West Chester, PA 19382, is desirous of acquiring the entire rights, title and interest in the Trademarks.

NOW, therefore, in consideration of one hundred dollars (\$100.00), the receipt whereof is acknowledged, and other good and valuable consideration, Assignor hereby assigns to Assignee all of Assignor's rights, title and interest in the Trademarks together with the goodwill of the business associated with the Trademarks. Assignee agrees to perform any further acts, and execute and deliver any documents that may be reasonably necessary to carry out the provisions of this assignment.

Executed this 7<sup>th</sup> day of October, 2004.

Jill Gizzio

COMMONWEALTH OF PENNSYLVANIA  
Notarial Seal  
John Sloan, Notary Public  
West Chester Boro, Chester County  
My Commission Expires Nov. 21, 2007  
Member, Pennsylvania Association Of Notaries