

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
SPORN PET PRODUCTS, INC.		02/23/2004	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	T.F.H. PUBLICATIONS, INC.		
<b>Street Address:</b>	ONE T.F.H. PLAZA, THIRD AND UNION AVENUES		
<b>City:</b>	NEPTUNE CITY		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07753		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	76481490	NYLACHEW	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(603)668-2970		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	6036686560		
<b>Email:</b>	jhobbs@gtp.com		
<b>Correspondent Name:</b>	Grossman, Tucker, Perreault & Pflieger		
<b>Address Line 1:</b>	55 South Commercial Street		
<b>Address Line 4:</b>	Manchester, NEW HAMPSHIRE 03101		
<b>ATTORNEY DOCKET NUMBER:</b>	TFH034		
<b>NAME OF SUBMITTER:</b>	Teresa C. Tucker		
<b>Total Attachments: 1</b> source=034 - Assignment#page1.tif			

OP \$40.00 76481490

EXHIBIT A

**ASSIGNMENT OF TRADEMARK**

WHEREAS, SPORN PET PRODUCTS, INC. a New York corporation, with an address of 274 W. 86<sup>th</sup> Street, New York, NY 10024, and Mr. Joseph Sporn, an individual, (hereinafter collectively "ASSIGNOR"), adopted and used in its business the trademark "NYLACHEW"; and

WHEREAS, T.F.H. Publications, Inc. a Delaware corporation, with an address at One T.F.H. Plaza, Third and Union Avenue, Neptune City, NJ 07753 (hereinafter "ASSIGNEE") is desirous of acquiring said mark and the good will associated therewith;

NOW THEREFORE, in consideration of and exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does sell, assign, transfer and set over to ASSIGNEE the entire right, title and interest in and to said trademark, and the good will of the mark and of the business associated with said mark.

SPORN PET PRODUCTS, INC. Joseph Sporn, Individually

By: [Signature] [Signature]  
Title: \_\_\_\_\_

Date: 2-23-04

STATE OF NEW YORK )  
COUNTRY OF \_\_\_\_\_ )ss.

Sworn to and subscribed before me this 23<sup>rd</sup> day of February, 2004.

[Signature]  
NOTARY PUBLIC

My Commission expires: 4-12-07

(SEAL)

