

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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
Connectria Corporation		10/21/2004	CORPORATION: MISSOURI

RECEIVING PARTY DATA	
Name:	Big Dog Holdings, Inc.
Street Address:	121 Gray Avenue
City:	Santa Barbara
State/Country:	CALIFORNIA
Postal Code:	93101
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	2367923	THE BIG DOGS
Registration Number:	2367924	THEBIGDOGS.NET

CORRESPONDENCE DATA	
Fax Number:	(805)564-8262
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	805-965-4400
Email:	Kurt@incip.com
Correspondent Name:	Kurt Koenig
Address Line 1:	220 East Figueroa St.
Address Line 4:	Santa Barbara, CALIFORNIA 93101

NAME OF SUBMITTER:	Kurt Koenig
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Total Attachments: 2 source=AssignmentPage1#page1.tif source=Assignmentpage2#page1.tif
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OP \$65.00 2367923

TRADEMARK ASSIGNMENT

This Assignment is made effective as of October 21, 2004 ("Effective Date") from Connectria Corporation., a Missouri Corporation with an address at 10845 Olive Blvd., Suite 300, St. Louis, MO 63141 ("ASSIGNOR") to Big Dog Holdings, Inc., a Delaware Corporation with a business address at 121 Gray Avenue, Santa Barbara, CA 93101 USA ("ASSIGNEE");

WHEREAS, ASSIGNOR owns registrations for a certain trademark(s) ("the Marks") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods/services on which the Marks are used ("the Products/Services"); and

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks (the "Marks").

NOW, THEREFORE, in consideration of the Settlement Agreement of even date and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks, together with (1) the goodwill of the business relating to the Products/Services in respect upon which the Marks are used and for which they are registered; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present, and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms, and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks.

IN WITNESS WHEREOF, ASSIGNOR has duly executed and delivered this Assignment, as of the Effective Date.

CONNECTRIA CORPORATION

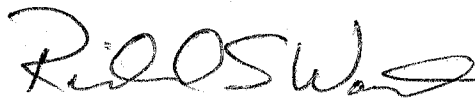
By: 
Name: RICHARD S. WALDMAN
Title: PRESIDENT

Exhibit A to Trademark Assignment

TRADEMARK(S)

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
THE BIG DOGS	2,367,923	07/18/2000
THEBIGDOGS.NET	2,367,924	07/18/2000