

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
Rapid Brands Corporation		01/11/2005	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	The Hartz Mountain Corporation		
Street Address:	400 Plaza Drive		
City:	Secaucus		
State/Country:	NEW JERSEY		
Postal Code:	07094		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	76410226	PERFECT PEEL	
Registration Number:	2250646	PET & CLEAN	
CORRESPONDENCE DATA			
Fax Number:	(212)684-3999		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 684 3900		
Email:	agoldsmith@grr.com		
Correspondent Name:	Amy B. Goldsmith, Esq.		
Address Line 1:	270 Madison Avenue, 8th Floor		
Address Line 2:	GOTTLIEB RACKMAN & REISMAN PC		
Address Line 4:	New York, NEW YORK 10016		
NAME OF SUBMITTER:	Amy B. Goldsmith		
Signature:	/abgoldsmith/		
Date:	02/03/2005		

OP \$65.00 76410226

Total Attachments: 3

source=rapid brand assignment#page1.tif

source=rapid brand assignment#page2.tif

source=rapid brand assignment#page3.tif

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADE MARK ASSIGNMENT**

WHEREAS, Rapid Brands Corporation, a corporation of the State of Michigan, located and doing business at 528 Kelso Street, Flint, Michigan 48506 (hereinafter referred to as the “ASSIGNOR”) owns certain trademarks and service marks, and registrations and pending applications for said marks as listed in Schedule A hereto (hereinafter referred to as the “MARKS”); and

WHEREAS The Hartz Mountain Corporation, a corporation of the State of New Jersey, located and doing business at 400 Plaza Drive, Secaucus, New Jersey 07094 (hereinafter referred to as the “ASSIGNEE”), as successor to the business of ASSIGNOR, or portion thereof, to which the MARKS pertain, which is ongoing and existing, is desirous of acquiring all of the right, title and interest of ASSIGNOR in, to and under the MARKS, together with the goodwill of the business symbolized by the MARKS;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration paid by ASSIGNEE to ASSIGNOR, the full receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and convey unto ASSIGNEE its entire right, title and interest in and to the MARKS, together with the goodwill of the business symbolized by the MARKS, and the right to sue and recover for past infringement thereof.

IN WITNESS WHEREOF, the Assignor and the Assignee have caused this Assignment to be duly executed by its officer thereunto duly authorized as of the 11th day of January, 2005.


Assignor:

Assignee:


RAPID BRANDS CORPORATION

**THE HARTZ MOUNTAIN
CORPORATION**

By:


Name: WILLIAM D. MCKAY
Date: 1-11-05
Title: PRESIDENT

By:


Name: MAX C. MARX
Date: JANUARY 11, 2005
Title: CORPORATE GENERAL COUNSEL &
REGULATORY AFFAIRS

SCHEDULE 2.15

INTELLECTUAL PROPERTY - TRADEMARKS

TRADEMARK	PROTECTION	TRADE NO.	FILED DATE	REG. NO.	ISSUE DATE
PERFECT FEEL	US Federal Intent-to-Use	78/410,228	May 21, 2002	N/A	N/A
PET & CLEAN	US Federal	75/278,593	Apr 21, 1997	2,250,646	Jun 1, 1999
QUICK & HEALTHY	Common Law Trademark				
PET HAIR GRABBER	Common Law Trademark				
SPEEDY GROOM	Common Law Trademark				

Any and all intellectual property rights contained in the attached labels.