

**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>
Dad's Pet Care		03/01/2005	COMPANY: PENNSYLVANIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Kroger Co. of Michigan		
<b>Street Address:</b>	18334 Laurel Park Drive North		
<b>City:</b>	Livonia		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48152		
<b>Entity Type:</b>	CORPORATION: MICHIGAN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	78271184	SAVORFUL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(314)439-9937		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	tsienterprise@swbell.net		
<b>Correspondent Name:</b>	C. White		
<b>Address Line 1:</b>	12545 Olive Blvd.		
<b>Address Line 4:</b>	St. Louis, MISSOURI 63141		
<b>NAME OF SUBMITTER:</b>	Connie J. White		
<b>Signature:</b>	/Connie J. White/		
<b>Date:</b>	03/01/2005		
<b>Total Attachments: 1</b> source=Fax01#page1.tif			

OP \$40.00 78271184

**ASSIGNMENT OF TRADEMARKS**

For good and valuable consideration, receipt of which is hereby acknowledged, Dad's Pet Care ("Dad's") 18746 Mill Street, Meadville, Pennsylvania 16335 (Assignor), as owner of the mark SAVORFUL, Serial# 78271184, assigns to The Kroger Co. of Michigan ("Kroger"), 18334 Laurel Park Drive North, Livonia, Michigan 48152 (Assignee), all rights, title and interest in and to the mark SAVORFUL, Serial# 78271184, together with the goodwill symbolized by the mark, effective as of the 1 day of March, 2005.

IN WITNESS WHEREOF, Dad's has caused this Assignment to be signed by its duly authorized officer on this 1 day of March, 2005.

DAD'S PET CARE  
(Owner/Assignor)

*[Handwritten Signature]*  
BY: DOUGLAS A. LANG  
E.V.P., SALES & MARKETING

STATE OF PENNSYLVANIA )  
 ) ss  
COUNTY OF )

On the 1 day of March, 2005, before me appeared Douglas A. Lang, the person who was authorized to sign this instrument on behalf of the identified corporation, who being sworn, acknowledged that he signed this instrument as a free act.

*[Handwritten Signature]*  
Notary Public

My Commission Expires: \_\_\_\_\_

