

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
Harper Pet Products, Inc.		03/31/2005	CORPORATION: DELAWARE

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: 20

Property Type	Number	Word Mark
Registration Number:	2666934	HARPER'S DELI TREAT
Registration Number:	2703292	HMP RAWHIDE
Registration Number:	1990386	NATURE CHEWS
Registration Number:	2689137	BARK'EMS
Registration Number:	2670140	TURF SAVER
Registration Number:	2677928	RUFF CUTS
Registration Number:	2307034	HARPER'S
Registration Number:	2307035	DENTAL CHEWS
Serial Number:	76615061	DENTAL CHEWS
Serial Number:	76615077	DENTAL CHEWS
Serial Number:	76615065	
Serial Number:	76615066	DENTAL CHEWS PLUS
Serial Number:	76615069	AMERICAN BEEFHIDE SUPER PREMIUM SUPER CHOIX
Serial Number:	76615076	CRUNCHYRAWHIDE

OP \$515.00 2666934

Serial Number:	76615075	NON STAIN BASTING
Serial Number:	76615070	HARPER'S PET PRODUCTS
Serial Number:	76615063	HEARTLAND'S PRIME
Serial Number:	76615059	DUAL DELIGHTS
Serial Number:	76615062	DENTAL CHEWS
Serial Number:	76615525	PREMIUM BEEFHIDE 100% NATURAL 100% NATURAL

CORRESPONDENCE DATA

Fax Number: (212)684-3999
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 2126843900
Email: tlandau@grr.com
Correspondent Name: Terry S Landau
Address Line 1: Gottlieb Rackman & Reisman
Address Line 2: 270 Madison Avenue
Address Line 4: New York, NEW YORK 10016-0601

NAME OF SUBMITTER:	Terry S. Landau
Signature:	/Terry S. Landau/
Date:	04/01/2005

Total Attachments: 5
source=hartz tm assignment#page1.tif
source=hartz tm assignment#page2.tif
source=hartz tm assignment#page3.tif
source=hartz tm assignment#page4.tif
source=hartz tm assignment#page5.tif

ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, Harper Pet Products, Inc. ("Assignor"), a Delaware corporation with its principal place of business at 6901 West 65th Street, Bedford Park, IL 60638, has legal rights to and is the owner of all right, title, and interest in and to the pending marks, applications and registrations (collectively, "Marks") set forth in the attached Schedule and incorporated herein by reference;

WHEREAS, The Hartz Mountain Corporation ("Assignee"), a New Jersey corporation, with its principal place of business at 400 Plaza Drive, Secaucus, New Jersey 07094, is desirous of acquiring said Marks and the goodwill associated therewith;

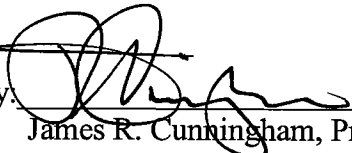
NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks set forth in the attached Schedule, together with that portion of its business relating to the Marks and the goodwill appurtenant thereto.

Assignor agrees to execute and deliver, at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all right, title, and interest in and to the Marks to the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is necessary to effectuate the assignment, to the extent such evidence is in the possession or control of Assignor.

Signed this 31st day of March, 2005.

HARPER PET PRODUCTS, INC.

Date: March 31, 2005

By: 
James R. Cunningham, President

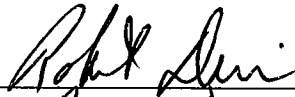
Acceptance of Assignment

The Hartz Mountain Corporation, the Assignee above, does hereby accept the assignment of the Marks.

Signed this 31st day of March, 2005.

THE HARTZ MOUNTAIN CORPORATION

Date: 3/31/05

By: 
Name: ROBERT DEVINE
Title: PRESIDENT CEO

SCHEDULE 1.32

Harper Intellectual Property

I. REGISTERED OR APPLIED FOR TRADEMARKS WORLDWIDE

Mark	Country	Owner	Status	App. No./Date	Reg. No./Date
TURF SAVER	Canada	Harper Pet Products, Inc.	Pending Allowed	1132262 2/26/2002	
RUFF CUTS	Canada	Harper Pet Products, Inc.	Registered	1154401 10/1/2002	600949 1/29/2004
BARK'EMS	United States of America	Harper Pet Products, Inc.	Registered	76/150083 10/19/2000	2689137 2/18/2003
HARPER'S DELI TREATS	United States of America	Harper Pet Products, Inc.	Registered	76/045511 5/11/2000	2666934 12/24/2002
HMP RAWHIDE	United States of America	Harper Pet Products, Inc.	Registered Supplemental Register	76/150127 10/19/2000	2703292 4/1/2003
NATURE CHEWS	United States of America	Harper Pet Products, Inc.	Registered	74/564772 8/23/1994	1990386 7/30/1996
NATURE CHEWS	Mexico	Harper Pet Products, Inc.	Registered		499487/
TURF SAVER	United States of America	Harper Pet Products, Inc.	Registered	76/289001 7/23/2001	2670140 12/31/2002
RUFF CUTS	United States of America	Harper Pet Products, Inc.	Registered	76/401222 4/29/2002	2677928 1/21/2003
HARPER'S	United States of America	Harper Pet Products, Inc.	Registered	75/455294 3/23/1998	2307034 1/11/2000

SCHEDULE 1.32

Harper Intellectual Property

Mark	Country	Owner	Status	App. No./Date	Reg. No./Date
DENTAL CHEWS & Design	United States of America	Harper Pet Products, Inc.	Registered	75/455295 3/23/1998	2307035 1/11/2000
DENTAL CHEWS	United States of America	Harper Pet Products, Inc.	Pending	76/615061 10/8/2004	
DENTAL CHEWS & Design	United States of America	Harper Pet Products, Inc.	Pending	76/615077 10/8/2004	
Design Only -Harper's Dog with Bone in Mouth	United States of America	Harper Pet Products, Inc.	Pending	76/615065 10/8/2004	
DENTAL CHEWS PLUS	United States of America	Harper Pet Products, Inc.	Pending	76/615066 10/8/2004	
AMERICAN BEEFHIDE & Design -with dog	United States of America	Harper Pet Products, Inc.	Pending	76/615069 10/8/2004	
CRUNCHY RAWHIDE & Design	United States of America	Harper Pet Products, Inc.	Pending	76/615076 10/8/2004	
NON STAIN BASTING	United States of America	Harper Pet Products, Inc.	Pending	76/615075 10/8/2004	
HARPER'S PET PRODUCTS & Design	United States of America	Harper Pet Products, Inc.	Pending	76/615070 10/8/2004	
HEARTLAND'S PRIME	United States of America	Harper Pet Products, Inc.	Pending	76/615063 10/8/2004	
DUAL DELIGHTS	United States of America	Harper Pet Products, Inc.	Pending	76/615059 10/8/2004	
DENTAL CHEWS & Design w/toothbrush	United States of America	Harper Pet Products, Inc.	Pending	76/615062 10/8/2004	
PREMIUM BEEFHIDE & Design	United States of America	Harper Pet Products, Inc.	Pending	76/615525 10/7/2004	

TRADEMARK

REEL: 003057 FRAME: 0860

SCHEDULE 1.32

Harper Intellectual Property

II. UNREGISTERED OR COMMON LAW MARKS

HARPER'S DELI

III. COPYRIGHTS AND TRADE DRESS

No registered copyrights

All labels and packaging of all products

IV. DOMAIN NAMES

www.harperpet.com

www.harperleather.com

expires November 8, 2005

V. LICENSE AND OTHER AGREEMENTS OF INTELLECTUAL PROPERTY RIGHTS

License Agreement between Indiana University's Advanced Research & Technology Institute, Inc. and Harper Leather Goods, Inc. dated April 17, 2000, assigned to Harper Pet Products, Inc. on March 4, 2004.

On October 23, 2003, Harper Leather Goods, Inc. assigned the entire right, title and interest in, to and under U.S. Registration No. 1,787,643 for the mark 911-PETS to Cleanup, Incorporated. The Assignment Agreement includes a revert back to Assignor provision which states: "**HOWEVER**, in the event that Assignee fails to maintain Assignor at the non-exclusive "Affiliate Partner" sponsorship level (or an equivalent or a higher sponsorship level), the entire right, title, and interest in the Trademark assigned to Assignee by this Agreement shall automatically revert back to Assignor."