

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	05/14/2004

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Innovative Products and Strategies, Inc.		05/14/2004	CORPORATION: OHIO

RECEIVING PARTY DATA

Name:	W3 Partners, LLC
Street Address:	5434 Walsh Lane
City:	Rogers
State/Country:	ARKANSAS
Postal Code:	72758
Entity Type:	Limited liability company: ARKANSAS

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	76521877	BIDDY BITES

CORRESPONDENCE DATA

Fax Number: (513)977-8141
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: clayton.kuhnell@dinslaw.com
 Correspondent Name: Clayton L. Kuhnell
 Address Line 1: 255 East Fifth Street
 Address Line 2: 1900 Chemed Center
 Address Line 4: Cincinnati, OHIO 45202

NAME OF SUBMITTER:	Clayton L. Kuhnell
Signature:	/Clayton L. Kuhnell/
Date:	06/21/2005

OP \$40.00 76521877

Total Attachments: 2

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ASSIGNMENT
(TRADEMARK - APPLICATION)

THIS ASSIGNMENT is made the 14 day of May, 2004, by Innovative Products and Strategies, Inc., an Ohio corporation (the "Assignor"), to W³ Partners, LLC, an Arkansas limited liability company (the "Assignee").

RECITAL

The Assignor has adopted and used in its business a trademark (Biddy Bites) for which it has filed Application for Registration, Serial No.: 76/521,877, filed June 12, 2003, in the United States Patent and Trademark office; and

The Assignee, as successor to the portion of Assignor's ongoing and existing business to which the trademark pertains, desires to acquire Assignor's rights in the pending application;

NOW, THEREFORE, in consideration of the sum of Ten and 00/100 Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, the Assignor hereby assigns to the Assignee its entire interest in the trademark and in the Application for Registration, Serial No.: 76/521,877, together with the portion of Assignor's ongoing and existing business to which the trademark pertains and the goodwill of the business in connection with which the trademark is used and symbolizes, and the Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration of such mark to the Assignee.

IN WITNESS WHEREOF, the Assignor has executed this instrument on the date first above written.

INNOVATIVE PRODUCTS AND STRATEGIES, INC.
an Ohio corporation

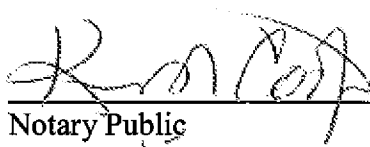
By J. Richard Riddle
J. RICHARD RIDDLE, President

ACKNOWLEDGMENT

STATE OF OHIO)
)ss.
COUNTY OF FRANKLIN)

On this 14 day of May, 2004, before me, a Notary Public, duly commissioned, qualified and acting, within and for said County and State, appeared in person the within named J. RICHARD RIDLGE, being the person authorized by said corporation to execute such instrument, who stated that he was the PRESIDENT of Innovative Products and Strategies, Inc., an Ohio corporation, and was duly authorized in his capacity to execute the foregoing instruments for and in the name and behalf of said corporation, and further stated and acknowledged that he had so signed, executed and delivered said foregoing instrument for the consideration, uses and purposes therein mentioned and set forth.

Sworn to and subscribed before me this 14 day of May, 2004.



Notary Public

My Commission Expires:
12/31/05



KENNETH R. COONSON, Attorney At Law
NOTARY PUBLIC, STATE OF OHIO
My commission has no expiration date.
Section 147.03 R.C.