

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
Marketing and Creative Sales, Inc.		02/25/2005	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	Royalty Partners, Limited Partnership		
Street Address:	26 Chestnut Street, Suite 2H		
City:	Andover		
State/Country:	MASSACHUSETTS		
Postal Code:	01810		
Entity Type:	LIMITED PARTNERSHIP: MASSACHUSETTS		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	76509722	CHILL-A-BOWL	
Serial Number:	76197087	TALK TO ME BABY BALL	
Serial Number:	76344108	TALK TO ME PET TAG	
Serial Number:	76077402	TALK TO ME TREAT BALL	
CORRESPONDENCE DATA			
Fax Number:	(314)231-4342		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	314-231-5400		
Email:	ustrademarks@senniger.com		
Correspondent Name:	Robert M. Bain and William D. O'Neill		
Address Line 1:	One Metropolitan Square, 16th Floor		
Address Line 4:	St. Louis, MISSOURI 63102		
NAME OF SUBMITTER:	Robert M. Bain		
Signature:	/rmb/		

CH \$115.00 76509722

Date:

07/19/2005

Total Attachments: 4

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**ASSIGNMENT OF TRADEMARK
REGISTRATION**

WHEREAS Marketing and Creative Sales, Inc., "Assignor", with an address of 18010 Pine Canyon Court, Chesterfield, Missouri, has adopted, used and is using the mark,

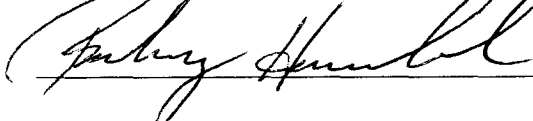
CHILL-A-BOWL,
serial number 76509722,
registration number 2858678,
registration date June 29, 2004,

which is registered in the United States Patent and Trademark Office;

WHEREAS Royalty Partners, Limited Partnership, "Assignee", with an address of c/o Strategem Associates, Inc., 26 Chestnut Street, Suite 2H, Andover, Massachusetts, is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the above-identified registration thereof.

MARKETING AND CREATIVE SALES, INC.



Rodney Herrenbruck, Vice President

State of Missouri)
County of St. Louis)

Before me personally appeared said Rodney Herrenbruck, Vice President of Marketing and Creative Sales, Inc. who acknowledged the foregoing instrument to be his free act and deed and on behalf of Marketing and Creative Sales, Inc. this 25th day of February, 2005.



(Print name) Angela L. Massalone, Notary



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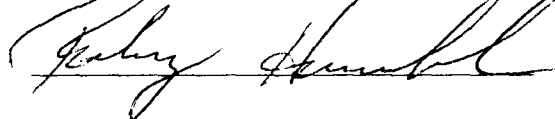
TALK TO ME BABY BALL,
serial number 76197087,
registration number 2632991,
registration date October 8, 2002,

which is registered in the United States Patent and Trademark Office;

WHEREAS Royalty Partners, Limited Partnership, "Assignee", with an address of c/o Strategem Associates, Inc., 26 Chestnut Street, Suite 2H, Andover, Massachusetts, is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the above-identified registration thereof.

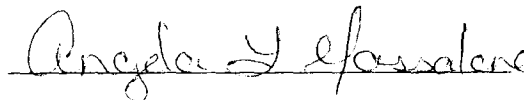
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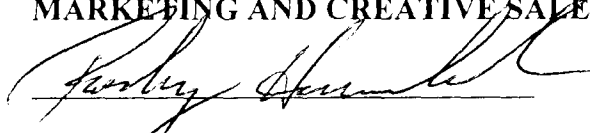
TALK TO ME PET TAG,
serial number 76344108,
registration number 2805464,
registration date January 13, 2004,

which is registered in the United States Patent and Trademark Office;

WHEREAS Royalty Partners, Limited Partnership., "Assignee", with an address of c/o Strategem Associates, Inc., 26 Chestnut Street, Suite 2H, Andover, Massachusetts, is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the above-identified registration thereof.

MARKETING AND CREATIVE SALES, INC.



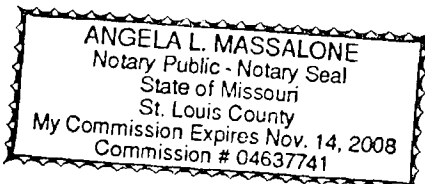
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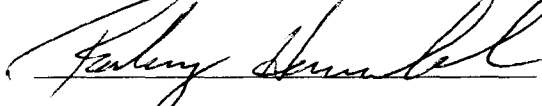
TALK TO ME TREAT BALL,
serial number 76077402,
registration number 2499157,
registration date October 16, 2001,

which is registered in the United States Patent and Trademark Office;

WHEREAS Royalty Partners, Limited Partnership, "Assignee", with an address of c/o Strategem Associates, Inc., 26 Chestnut Street, Suite 2H, Andover, Massachusetts, is desirous of acquiring said mark and the registration thereof;

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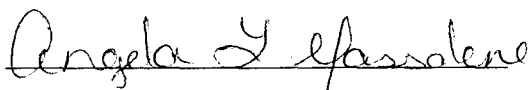
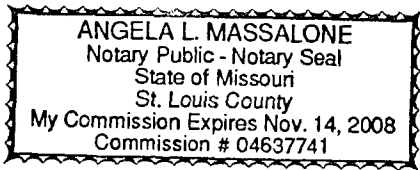
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