

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|------------------------------|--|
| 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: 7

| Property Type | Number | Word Mark |
|----------------|----------|----------------------|
| Serial Number: | 76298585 | TALK TO ME TREATBONE |
| Serial Number: | 78214317 | TALK TO ME |
| Serial Number: | 78494326 | MUTTZ-RRR-ELLA |
| Serial Number: | 78548135 | RUFF-ALO WINGS |
| Serial Number: | 78288371 | PUP-RRR-MINT |
| Serial Number: | 78494335 | KITTY ROYALE |
| Serial Number: | 78480258 | PEANUT PUPPER |

CORRESPONDENCE DATA

Fax Number: (314)231-4342
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 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

CH \$190.00 76298585

| | |
|---|----------------|
| NAME OF SUBMITTER: | Robert M. Bain |
| Signature: | /rmb/ |
| Date: | 07/21/2005 |
| Total Attachments: 7 source=4728asgt#page1.tif source=4733asgt#page1.tif source=4747asgt#page1.tif source=4751asgt#page1.tif source=4739asgt#page1.tif source=4748asgt#page1.tif source=4746asgt#page1.tif | |

ASSIGNMENT OF TRADEMARK APPLICATION

WHEREAS Marketing and Creative Sales, Inc., "Assignor", with an address of 18010 Pine Canyon Court, Chesterfield, Missouri, has filed an Intent to Use application on the following mark,

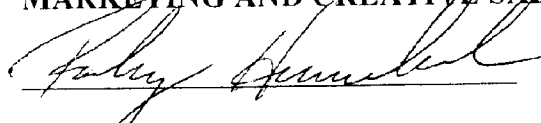
TALK TO ME TREATBONE,
serial number 76298585,
filing date August 13, 2001,
published for opposition August 27, 2002

with 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



**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,

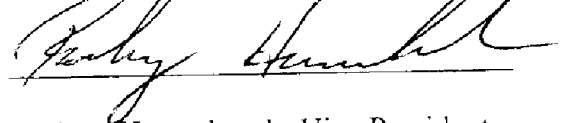
TALK TO ME,
serial number 78214317,
registration number 2795030,
registration date December 16, 2003,

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

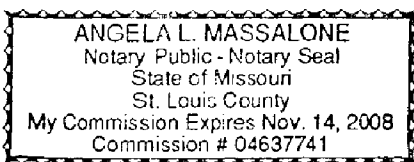
State of Missouri)

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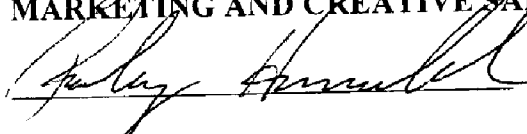
MUTTZ-RRR-ELLA,
serial number 78494326,
filing date October 4, 2004,

with 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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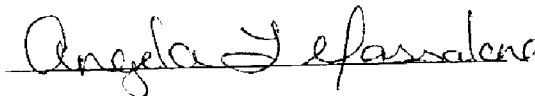


Rodney Herrenbruck, Vice President

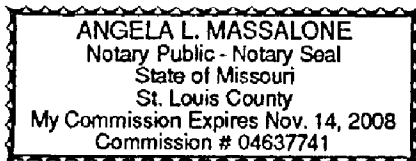
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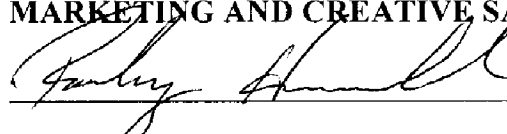
RUFF-ALO WINGS,
serial number 78548135,
filing date January 14, 2005,

with 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.



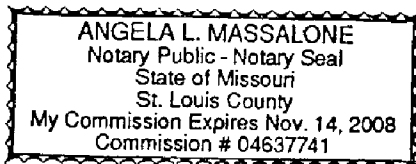
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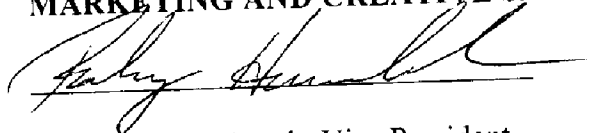
PUP-RRR-MINT,
serial number 78288371,
registration number 2909291,
registration date December 7, 2004,

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

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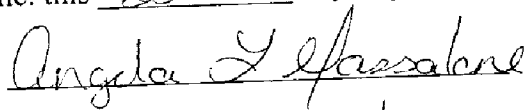


Rodney Herrenbruck, Vice President

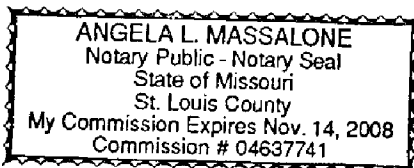
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County of St. Louis)

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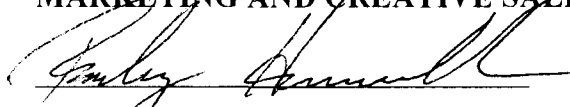
KITTY ROYALE,
serial number 78494335,
filing date October 4, 2004,

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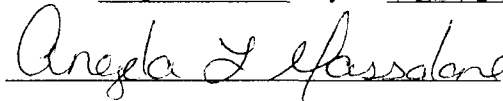
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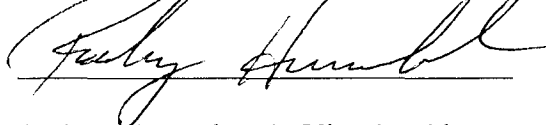
PEANUT PUPPER,
serial number 78480258,
filing date September 8, 2004,

with 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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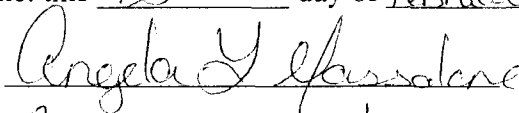


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