

Form PTO-1594 (Rev. 03/05)
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

POLY INTERNATIONAL, LLC

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☐ Corporation- State: _____
☒ Other LIMITED LIABILITY COMPANY

Citizenship (see guidelines) _____

Additional names of conveying parties attached? ☐ Yes ☒ No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) 11/9/05

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? ☐ Yes ☒ No

Name: GLOBAL BRAND MARKETING INC.

Internal _____

Address: _____

Street Address: 6500 HOLISTER AVENUE

City: SANTA BARBARA

State: CALIFORNIA

Country: U.S.A. Zip: 93117

- ☐ Association Citizenship _____
☐ General Partnership Citizenship _____
☐ Limited Partnership Citizenship _____
☒ Corporation Citizenship CALIFORNIA
☐ Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☒ No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

7851007

B. Trademark Registration No.(s)

Additional sheet(s) attached? ☐ Yes ☐ No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

DOGGY BISCUITS DOCUMENT ID NO.: 102927409

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: JENNIFER CASTLE

Internal Address: _____

Street Address: 6500 HOLISTER AVENUE

City: SANTA BARBARA

State: CALIFORNIA Zip: 93117

Phone Number: (805) 562-5600

Fax Number: (805) 562-5620

Email Address: JCASTLE@GBMI.NET

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$

- ☐ Authorized to be charged by credit card
☒ Authorized to be charged to deposit account
☐ Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 50-2711

Authorized User Name JENNIFER CASTLE

9. Signature:

Jennifer Castle
Signature

7/7/05
Date

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 5

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

Form PTO-1594 (Rev. 06/04)
OMB Collection 0651-0027 (exp. 6/30/2005)



DEPARTMENT OF COMMERCE
Patent and Trademark Office

RECORD 1 102927409
TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

PONY INTERNATIONAL, LLC

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☐ Corporation-State
☒ Other LIMITED LIABILITY COMPANY

Citizenship (see guidelines)

Execution Date(s) 11/04/05

Additional names of conveying parties attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? ☐ Yes ☐ No

Name: GLOBAL BRAND MARKETING INC

Internal

Address:

Street Address: 6500 HOLISTER AVENUE

City: SANTA BARBARA

State: CALIFORNIA

Country: Zip: 93117

- ☐ Association Citizenship
☐ General Partnership Citizenship
☐ Limited Partnership Citizenship
☒ Corporation Citizenship CALIFORNIA
☐ Other Citizenship

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☒ No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

78510027

B. Trademark Registration No.(s)

Additional sheet(s) attached? ☐ Yes ☒ No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

DOGGY BISCUITZ

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: JENNIFER CASTLE

Internal Address:

Street Address: 6500 HOLISTER AVENUE

City: SANTA BARBARA

State: CALIFORNIA Zip: 93117

Phone Number: (805) 562-5000 ext. 3509

Fax Number: (805) 562-5620

Email Address: CASTLE@GEMI.NET

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- ☐ Authorized to be charged by credit card
☒ Authorized to be charged to deposit account
☐ Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers
Expiration Date

b. Deposit Account Number

Authorized User Name

9. Signature:

Jennifer Castle
Signature

11/20/05
Date

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

01/26/2005 ECDOPER 00000336 502711 78510027

01 FC:8521

40.00 00

TRADEMARK
REEL: 003152 FRAME: 0917

DEED OF TRADEMARK ASSIGNMENT

TO ALL IT MAY CONCERN, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Pony International, LLC, a(n) Limited Liability Company, (individual, corporation/limited liability company/partnership), having its principal place of business at 6500 Hollister Avenue, Santa Barbara, California, 93117, hereby sells, assigns and transfers to Global Brand Marketing Inc., a California Corporation, having its principal place of business at 6500 Hollister Avenue, Santa Barbara, California, 93117, its successors and assigns, the entire right, title and interest in and to the trademark DOGGY BISCUITZ, in relation to a transfer of that portion of its business in the United States pertaining to the trademark, the goodwill of the business associated with the said trademark, all associated artwork, labels and package designs, all past, present and future claims, demands and causes of action based thereon, and including the following trademark registration(s) and application(s) therefor:

Trademark


U.S. Application No.

App. Date

DOGGY BISCUITZ

78510027

11/02/04

By: 

Name: Sudeep Datta

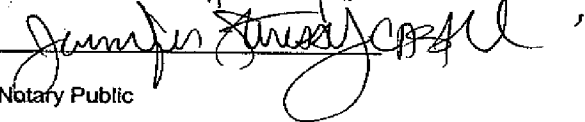
Title: President

STATE OF CALIFORNIA)

COUNTY OF SANTA BARBARA) ss:

Sudeep Datta, being duly sworn, deposes and says that he/she is President of Pony International, LLC, and that he/she has executed this Assignment for and on behalf of Pony International, LLC, being duly authorized to do so.

Subscribed and sworn to before me
this 19th day of January, 2005


Notary Public

