

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Photo Control Corporation (aka Photo Control Corporation, Inc.)		08/31/2004	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	Nature Vision, Inc.		
Street Address:	213 NW Fourth Street		
City:	Brainerd		
State/Country:	MINNESOTA		
Postal Code:	56401		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1798548	BOOKENDZ	
CORRESPONDENCE DATA			
Fax Number:	(612)632-3297		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	trademark@gpmlaw.com		
Correspondent Name:	Gray, Plant, Mooty, Mooty & Bennett, P.A		
Address Line 1:	P.O. Box 2906		
Address Line 4:	Minneapolis, MINNESOTA 55402-0906		
ATTORNEY DOCKET NUMBER:	104817		
NAME OF SUBMITTER:	Kimberly Nute, Paralegal		
Signature:	/kimberly nute/		
Date:	10/31/2005		

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Total Attachments: 4

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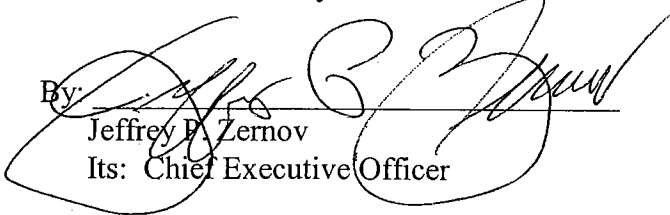
**ARTICLES OF AMENDMENT
OF
ARTICLES OF INCORPORATION
OF
PHOTO CONTROL CORPORATION**

I, the undersigned authorized chief executive officer of Photo Control Corporation, a Minnesota corporation (the "Company"), do hereby certify that the shareholders of the corporation have approved the Amended and Restated Articles of Incorporation in the form attached hereto as Exhibit A.

The effective time of these Articles of Amendment of Articles of Incorporation for the Company is the later of the time filed at the Minnesota Secretary of State or August 31, 2004 at 3:02p.m.

I FURTHER CERTIFY that the foregoing amendment has been adopted pursuant to Chapter 302A, Minnesota Statutes.

IN WITNESS WHEREOF, I have hereunto subscribed my name to be effective August 31, 2004.

By: 
Jeffrey P. Zernov
Its: Chief Executive Officer

GP:1617377 v4

**EXHIBIT A TO ARTICLES OF AMENDMENT
OF PHOTO CONTROL CORPORATION**

**AMENDED AND RESTATED ARTICLES OF INCORPORATION
OF
NATURE VISION, INC.**

The following Amended and Restated Articles of Incorporation supersede the previous Articles of Incorporation and shall be the current Articles of Incorporation of the corporation:

ARTICLE I

Name

The name of this corporation shall be Nature Vision, Inc.

ARTICLE II

Registered Office

The location and address of this corporation's registered office in this state shall be 4800 Quebec Avenue North, Minneapolis, Minnesota 55428.

ARTICLE III

Authorized Capital

The total authorized number of shares of this corporation is Fifty Million (50,000,000) shares. All common stock shall have the par value of eight cents (\$.08) per share. The Board of Directors has the authority to establish more than one class or series of shares and to fix the relative rights and preferences of any such different class or series.

ARTICLE IV

Cumulative Voting Prohibition

Shareholders shall have no rights of cumulative voting.

ARTICLE V

Preemptive Rights Prohibition

Shareholders shall have no rights, preemptive or otherwise, under Minnesota Statutes, Section 302A.413 (or similar provisions of future law) to acquire any part of any unissued shares or other securities of this corporation or any rights to purchase shares or other securities of this corporation before the corporation may offer them to other persons.

ARTICLE VI

Limitation of Director Liability

A director of the corporation shall not be personally liable to the corporation or its shareholders for monetary damages for breach of fiduciary duty as a director, except for (i) liability based on a breach of the duty of loyalty to the corporation or the shareholders; (ii) liability for acts or omissions not in good faith or that involve intentional misconduct or a knowing violation of law; (iii) liability based on the payment of an improper dividend or an improper repurchase of the corporation's stock under Minnesota Statutes, Section 302A.559 or

on the sale of unregistered securities or securities fraud under Minnesota Statutes, Section 80A.23; or (iv) liability for any transaction from which the director derived an improper personal benefit. If Minnesota Statutes, Chapter 302A hereafter is amended to authorize the further elimination or limitation of the liability of directors, then the liability of a director of the corporation, in addition to the limitation on personal liability provided herein, shall be limited to the fullest extent permitted by Minnesota Statutes, Chapter 302A, as amended. Any repeal or modification of this Article by the shareholders of the corporation shall be prospective only and shall not adversely affect any limitation on the personal liability of a director of the corporation existing at the time of such repeal or modification.

ARTICLE VII

Directors' Action by Written Consent

Any action required or permitted to be taken at a meeting of the Board of Directors may be taken by written action signed by all of the directors then in office, unless the action is one which need not be approved by the shareholders, in which case such action shall be effective if signed by the number of directors that would be required to take the same action at a meeting at which all directors were present.

ARTICLE VIII

Share Acquisition Act

The provisions of Minnesota Statutes, Section 302A.671 (or similar provisions of future law) shall not apply to this corporation.

ARTICLE IX

Amendments

The provisions of Articles IX and X and the provisions of Sections 3.2 and 3.11 of the corporation's bylaws may not be repealed or amended in any respect except by the affirmative vote of the holders of not less than two-thirds of the outstanding shares of Voting Stock (unless the proposed repeal or amendment has been expressly approved by a majority of all members of the Board of Directors in which case such a repeal or amendment shall be approved by the holders of a majority of the Voting Stock). The term "Voting Stock" shall mean all outstanding shares of capital stock of the corporation entitled to vote pursuant to the Minnesota Business Corporation Act.

ARTICLE X

Removal of Directors

Any one or all of the directors of the corporation may be removed at any time, with or without cause, by the affirmative vote of the holders of not less than two-thirds of the outstanding shares of Voting Stock (as defined in Article IX) (unless the proposed removal has been expressly approved by a majority of all members of the Board of Directors in which case such removal shall be approved by the holders of a majority of the Voting Stock).

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STATE OF MINNESOTA
DEPARTMENT OF STATE
FILED

AUG 31 2004

Mary Hoffmeyer
Secretary of State

TRADEMARK