

8/15  
08-03-2005



103054240

To the Director of the U. S. Patent and Trademark Office, \_\_\_\_\_ documents or the new address(es) below.

1. Name of conveying party(ies):

James Moy

- Individual  Association
- General Partnership  Limited Partnership
- Corporation- State: \_\_\_\_\_
- Other \_\_\_\_\_

Citizenship (see guidelines) USA

Additional names of conveying parties attached?  Yes  No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: The Pet Entertainment Network, Inc.

Internal Address: Suite 400

Street Address: 2875 NE 191st Street

City: Aventura

State: Florida

Country: USA Zip: 33180

- Association Citizenship \_\_\_\_\_
- General Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship Florida (USA)
- 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)

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

Execution Date(s) 23 July 2005

- Assignment  Merger
- Security Agreement  Change of Name
- Other \_\_\_\_\_

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,438,675

Additional sheet(s) attached?  Yes  No

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

PETSTYLE.COM filed May 27, 2000; registered March 27, 2001

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

Name: Frank L. Politano

Internal Address: \_\_\_\_\_

Street Address: 139 Spring Ridge Drive

City: Berkeley Heights

State: NJ Zip: 07922

Phone Number: 908-665-2377

Fax Number: \_\_\_\_\_

Email Address: politano@1ga.att.com

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:

Frank L. Politano

Signature

28 July 2005

Date

Frank L. Politano

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 3

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

State of New York  
County of Queens

<sup>1</sup>SERVICE MARK, DOMAIN NAME AND TOLL FREE NUMBER ASSIGNMENT

THIS ASSIGNMENT made this 23<sup>d</sup> day of July 2005  
2005 is from James Moy, a United States citizen, 135-07 63<sup>rd</sup> Avenue, Flushing, New  
York 11367 ("Assignor") to The Pet Entertainment Network, Inc., a Florida corporation,  
Suite 400, 2875 NE 191<sup>st</sup> Street, Aventura, Florida 33180 ("Assignee").

WHEREAS, the Assignor has acquired certain rights in the service mark  
PETSTYLE.COM with respect to on-line retail store services featuring pet toys,  
foods, and accessories provided via a global computer network, a federal service mark  
registration of PETSTYLE.COM, Registration No. 2,438,675 dated March 27, 2001, the  
petstyle.com domain name, rights to the toll free telephone number 877-PET-STYLE  
(877-738-7895(3)) and the goodwill related to the above service mark, domain name and  
toll free telephone number (hereinafter all collectively referred to as the Assigned  
Marks); and

WHEREAS, the Assignor is desirous of transferring and assigning to the  
Assignee, and the Assignee is desirous of acquiring from the Assignor, all of Assignor's  
rights, title and interest in and to the Assigned Marks and all of the goodwill associated  
therewith, as well as all other rights the Assignor may have with respect to the Assigned  
Marks, including all of Assignor's business which pertains to the Assigned Marks; and

NOW, THEREFORE, for good and valuable consideration, the receipt and  
adequacy of which are hereby acknowledged, the parties agree as follows:

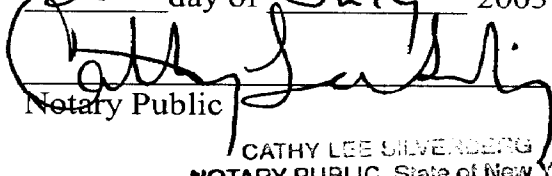
1. Assignor transfers, conveys and assigns unto Assignee all of its worldwide  
rights, title and interest in and to the Assigned Marks, and any and all registrations and  
applications thereof, together with the goodwill of the business appertaining thereto, and  
which is symbolized by the Assigned Marks, all of Assignor's business which pertains to  
the Assigned Marks, and the worldwide right to sue for past infringements of the  
Assigned Marks.

2. Immediately upon execution of this Assignment, Assignee shall  
permanently cease all use of the Assigned Marks and will not use in any business the  
Assigned Marks or any names or marks which are confusingly similar to the Assigned  
Marks.

3. Assignor shall execute any and all documents reasonably requested by  
Assignee to transfer ownership of the Assigned Marks to Assignee including, but not  
limited to, Assignments, Transfers, Domain Name Transfers and related Powers of  
Attorney.

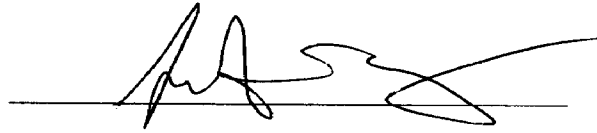
subscribed and  
Sworn To Before Me This

23<sup>rd</sup> day of July 2005

  
Notary Public

CATHY LEE SILVERBERG  
NOTARY PUBLIC, State of New York  
No. 01SI5075413  
Qualified in Queens County  
Commission Expires March 31, 2007

JAMES MOY

  
\_\_\_\_\_

Name: James Moy

Title: A United States Citizen