

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
Camp Bow Wow Branding, LLC		04/03/2006	LIMITED LIABILITY COMPANY: COLORADO

RECEIVING PARTY DATA

Name:	Camp Bow Wow Distribution LLC
Street Address:	17011 Lincoln Avenue
Internal Address:	Suite 101
City:	Parker
State/Country:	COLORADO
Postal Code:	80134
Entity Type:	LIMITED LIABILITY COMPANY: COLORADO

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Serial Number:	78299262	A DOG GONE GOOD TIME!
Serial Number:	78299267	ALL DAY PLAY SNOOZE THE NIGHT AWAY
Registration Number:	3032855	BOW WOW BUDDIES
Registration Number:	2681167	CAMP BOWWOW A DOG GONE GOOD TIME!

CORRESPONDENCE DATA

Fax Number: (719)633-1518
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (719) 473-3800
Email: jill.chalmers@hro.com
Correspondent Name: Judi Cope, Trademark Assistant
Address Line 1: 90 South Cascade Avenue
Address Line 2: Suite 1300
Address Line 4: colorado springs, COLORADO 80903

OP \$115.00 78299262

ATTORNEY DOCKET NUMBER:	50885-00050
NAME OF SUBMITTER:	Jill J. Chalmers
Signature:	/jill j. chalmers/
Date:	04/05/2006
Total Attachments: 3 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif	

ASSIGNMENT

This is an assignment by Camp Bow Wow Branding, LLC, a Colorado limited liability company ("Assignor"), having a mailing address of 17011 Lincoln Avenue, Suite 153, Parker, Colorado 80202, to Camp Bow Wow Distribution LLC, a Colorado limited liability company ("Assignee"), having a mailing address of 17011 Lincoln Avenue, Suite 101, Parker, Colorado 80134.

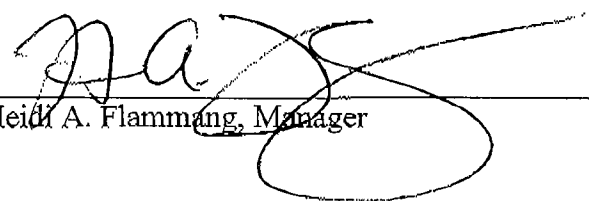
WHEREAS, Assignor is the owner of (i) the trademarks, and applications for registration in the United States therefor, listed on Schedule A; and (ii) the trademarks, and registrations therefor, listed on Schedule B (collectively referred to as the "Marks");

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all right, title and interest in and to the Marks, together with the goodwill symbolized by said Marks, and Assignor hereby agrees to take such other actions as are reasonably necessary to transfer and assign the Marks to Assignee, including, without limitation, registering the assignment with the United States Patent and Trademark Office. Assignee shall pay all amounts and fees associated with the assignment and registration of the Marks as contemplated herein.

IN WITNESS WHEREOF, this Assignment is executed by the undersigned this 3 day of April, 2006.

CAMP BOW WOW BRANDING, LLC,
a Colorado limited liability company

By 
Heidi A. Flammang, Manager

Schedule A

Trademark	Application No.	International Classification of Goods	Status
A DOG GONE GOOD TIME! and design	78/299,262	43, 44	Pending
ALL DAY PLAY SNOOZE THE NIGHT AWAY	78/299,267	43, 44	Pending

Schedule B

Trademark	Registration No.	Registration Date	International Classification of Goods
BOW WOW BUDDIES	3,032,855	12/20/2005	43, 44
CAMP BOW WOW A DOG GONE GOOD TIME! and design	2,681,167	1/28/2003	42

#160140 v1