

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 |
| Camp Bow Wow International, Inc. | | 04/03/2006 | CORPORATION: 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: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 78478190 | DIGS! FOR DOGS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (719)633-1518 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 719-473-3800 | | |
| Email: | jill.chalmers@hro.com | | |
| Correspondent Name: | Jill J. Chalmers | | |
| Address Line 1: | 90 South Cascade Avenue | | |
| Address Line 2: | Suite 1300 | | |
| Address Line 4: | Colorado Springs, COLORADO 80903 | | |
| ATTORNEY DOCKET NUMBER: | 50885-00050 | | |
| NAME OF SUBMITTER: | Jill J. Chalmers | | |
| Signature: | /jill j. chalmers/ | | |

OP \$40.00 78478190

Date:

04/05/2006

Total Attachments: 1
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ASSIGNMENT

This is an assignment by Camp Bow Wow International, Inc., a Colorado corporation ("Assignor"), having a mailing address of 1660 17th Street, Suite 450, Denver, 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.

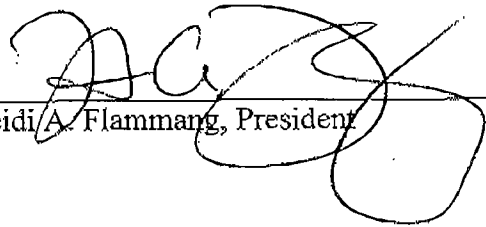
WHEREAS, Assignor is the owner of the trademark, and application for registration in the United States therefor (Serial No. 78/478,190), of the mark "DIGS! FOR DOGS" in International Classes 43 and 44 (the "Mark");

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

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 Mark, together with the goodwill symbolized by said Mark, and Assignor hereby agrees to take such other actions as are reasonably necessary to transfer and assign the Mark 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 Mark as contemplated herein.

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

CAMP BOW WOW INTERNATIONAL, INC.,
a Colorado corporation

By 
Heidi A. Flammang, President