

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
Doane Pet Care Company d/b/a Doane Products Company		06/09/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Hubbard Feeds Inc.
Street Address:	424 N. Riverfront Drive
Internal Address:	P.O. Box 8500
City:	Mankato
State/Country:	MINNESOTA
Postal Code:	56002
Entity Type:	CORPORATION: MINNESOTA

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	0621407	HUBBARD
Registration Number:	0641332	HUBBARD
Registration Number:	0911597	H
Registration Number:	0914461	
Registration Number:	1206410	HUBBARD SOW POWER

CORRESPONDENCE DATA

Fax Number: (612)340-8856
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (612) 340-8838
 Email: ip.docket@dorsey.com
 Correspondent Name: Michael J. Kroll DORSEY & WHITNEY LLP
 Address Line 1: 50 South Sixth Street
 Address Line 2: Suite 1500
 Address Line 4: Minneapolis, MINNESOTA 55402-1498

CH \$140.00 0621407

ATTORNEY DOCKET NUMBER:	7164
NAME OF SUBMITTER:	Michael J. Kroll
Signature:	/Michael J. Kroll/
Date:	06/19/2006
Total Attachments: 3 source=7164 Assignment #page1.tif source=7164 Assignment #page2.tif source=7164 Assignment #page3.tif	

ASSIGNMENT

THIS ASSIGNMENT, is made by and between Doane Pet Care Company d/b/a Doane Products Company (“**DPC**”), a Delaware corporation whose address is 210 Westwood Place, Suite 300, Brentwood, Tennessee, 37027, and Hubbard Feeds Inc. (“**Hubbard Feeds**”), a Minnesota corporation whose address is 424 N. Riverfront Drive, P.O. Box 8500, Mankato, Minnesota 56002.

WHEREAS, DPC has used, itself or through Hubbard Feeds as its licensee, certain names, trade names, trademarks, and service marks that feature the term and word “**HUBBARD**” or the “**H Logo**” designs, including but not limited to, those marks identified on the attached Exhibit B-1, (the “**Marks**”); and

WHEREAS, Hubbard Feeds is desirous of acquiring the above-identified Marks and any applications and registrations therefor, including the applications and registrations identified on Exhibit B-1.

WHEREAS, DPC is executing this Assignment pursuant to the Agreement dated June 9, 2006 (the “**Agreement**”) and the Agreement governs and controls this Assignment in all respects;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. Assignment of Marks. DPC hereby sells, assigns, transfers and conveys to Hubbard Feeds all of DPC’s right, title and interest in and to the Marks, and any applications and registrations therefor, including the applications and registrations identified on the attached Exhibit B-1, together with that part of the goodwill of the business associated with the use of and symbolized by the Marks, to be held and enjoyed by Hubbard Feeds as fully and entirely as said interest could have been held and enjoyed by DPC if this sale, assignment and transfer had not been made.

2. Assignment of Cause of Action. DPC further sells, assigns, transfers and conveys to Hubbard Feeds the entire right, title and interest in and to any and all causes of action and rights of recovery for past infringement of the Marks.

IN WITNESS WHEREOF, DPC has executed this Assignment and such Assignment is effective as of the date indicated below.

DOANE PET CARE COMPANY

Date: June 9, 2006

By: Philip K Woodlief



Name: Philip K Woodlief

Title: VP, Finance & CPU

TRADEMARK

REEL: 003333 FRAME: 0606

EXHIBIT B-1

Mark	Country	Goods	Reg. No. Reg. Date	Reg. Status
HUBBARD	United States	Class 31: Food supplements for addition to livestock, poultry, and rabbit feeds and feeds for livestock, poultry, and rabbits	621,407 2/14/56	Renewal Due w/Grace Per. 8/14/06
HUBBARD	United States	Class 5: Vitamin, mineral, and protein concentrates for use as feed supplements for livestock and poultry	641,332 2/12/57	Renewal Due 2/12/07
HUBBARD	Canada	Feed supplements for livestock	431,333 8/5/94	Renewal Due 8/5/09
H AND DESIGN (Hubbard Logo) 	United States	Class 31: Wheat flour, stock feed and food supplements for addition to livestock feed	911,597 5/4/71	Expired 11/4/01
H AND DESIGN (Hubbard Logo) 	United States	Class 42: Informational and advisory services to feed customers in the form of livestock feeding and management services and recommendations and consultation on individual feed problems	914,461 6/8/71	Expired 12/8/01
HUBBARD SOW POWER	United States	Class 31: Swine feed	1,206,410 8/24/82	Expired 2/24/03