

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		06/29/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Classic Media, Inc.		
Street Address:	860 Broadway, 6th Fl.		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10003		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	0235240	SWEET LASSY	
Registration Number:	1627472	LASSY	
Registration Number:	0431236	LASSY	
CORRESPONDENCE DATA			
Fax Number:	(212)659-1958		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 659-1954		
Email:	sk@classicmedia.tv		
Correspondent Name:	Sonja Keith/Classic Media, Inc.		
Address Line 1:	860 Broadway, 6th Fl.		
Address Line 4:	New York, NEW YORK 10003		
ATTORNEY DOCKET NUMBER:	LASSY - RECORDAL		
NAME OF SUBMITTER:	Sonja Keith		
Signature:	/sonjakeith/		

CH \$90.00 0235240

Date:

07/13/2006

Total Attachments: 3

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SHORT FORM ASSIGNMENT OF TRADEMARKS

This trademark assignment is made effective as of June 29, 2006 by Doane Pet Care Company of 210 Westwood Place, Suite 300, Brentwood, Tennessee, 37027, and on behalf of its predecessors in interest (hereinafter referred to as "Assignor"), to Classic Media, Inc. of 860 Broadway, 6th Floor, New York, New York, 10003, and on behalf of its predecessors in interest (hereinafter referred to as "Assignee").

WHEREAS, Assignor entered into that certain Assignment Agreement, dated June 29, 2006 with Assignee;

WHEREAS, Assignor is desirous of assigning to Assignee all of its right, title and interest in, to and under the three LASSY trademark registrations identified in the attached Schedule A and any common law rights that Assignor may have in such LASSY trademarks (collectively referred to as the "Marks");

WHEREAS, Assignee desires to acquire the entire interest of the Assignor in the Marks, and;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are acknowledged, the parties hereto enter into this agreement as follows:

1. Assignment of Rights.

Assignor assigns to Assignee all of Assignor's right, title and interest in and to the Marks, including without limitation, all goodwill associated therewith or symbolized thereby, together with all causes of action to sue for past and future infringement, including the right to sue and recover damages and injunctive relief.

2. General Provisions.

a) In the event that any provision of this Assignment shall be construed to conflict with a provision of the Assignment Agreement, the provision in the Assignment Agreement shall be deemed controlling.

b) This Assignment shall be construed and enforced in accordance with the laws (other than the conflict of law rules) of the State of New York, United States of America.

c) This Assignment shall bind and shall insure to the benefit of the respective parties and their assigns, transferees and successors.

IN WITNESS WHEREOF, this instrument has been executed this 29th day of June, 2006.

DOANE PET CARE COMPANY

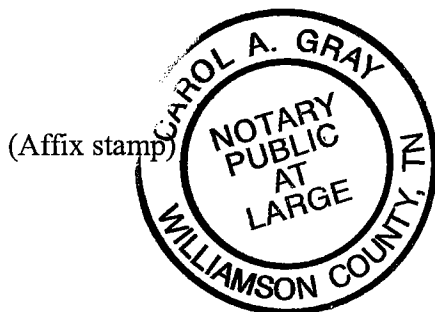
By: Philip V. Woodlief
Name: Philip Woodlief
Title: VP Finance & CFO

STATE OF TENNESSE
COUNTY OF WILLIAMSON

On this 29th day of June, 2006, before me personally appeared Philip Woodlief, who acknowledged him/herself to be the Vice President and CFO of Doane Pet Care Company, and that he/she, as such Vice President and CFO being authorized to do so, executed this instrument on behalf of such corporation.

IN WITNESS WHEREOF, I hereunto set my hand and official seal.

Carol A. Gray
Notary Public



Schedule A

- | | |
|----------------|-------------------------------|
| 1) SWEET LASSY | U.S. Registration No. 0235240 |
| 2) LASSY | U.S. Registration No. 1627472 |
| 3) LASSY | U.S. Registration No. 0431236 |