

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
Foria International Inc.		10/09/2006	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Tractor Supply Co. of Texas, LP		
Composed Of:	COMPOSED OF Tractor Supply Company, a Delaware corporation		
Street Address:	200 Powell Place		
City:	Brentwood		
State/Country:	TENNESSEE		
Postal Code:	37027		
Entity Type:	LIMITED PARTNERSHIP: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2683672	BIT & BRIDLE	
CORRESPONDENCE DATA			
Fax Number:	(615)244-6804		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	615-850-8741		
Email:	rfelber@wallerlaw.com		
Correspondent Name:	Robert P. Felber, Jr.		
Address Line 1:	511 Union Street		
Address Line 2:	Suite 2700		
Address Line 4:	Nashville, TENNESSEE 37219		
ATTORNEY DOCKET NUMBER:	012795.61348 - TSC		
NAME OF SUBMITTER:	Robert P. Felber, Jr.		
Signature:	/Robert P. Felber, Jr./		

OP \$40.00 2683672

Date:

10/13/2006

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK

This Assignment of Trademark (this "Assignment"), is made effective as of the 28th day of May, 2006 (the "Effective Date"), by and between FORIA INTERNATIONAL INC., a California corporation having a place of business at 18689 Arenth Avenue, City of Industry, California 91748 ("Assignor"), and TRACTOR SUPPLY CO. OF TEXAS, LP, a Texas limited partnership having a place of business at 200 Powell Place, Brentwood, Tennessee 37027 ("Assignee").

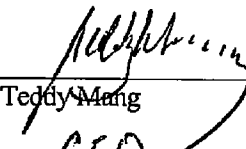
In consideration of the terms of that certain Assignment Agreement of even date herewith between Assignor and Assignee, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee all of Assignor's worldwide rights, title and interest in and to the trademark identified below (the "Mark") and all registrations therefor, together with the goodwill symbolized by the Mark, and the resulting right to recover damages and profits for past, present or future infringements or unauthorized use of the Mark, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made:

The Mark	Registration No.	Registration Date
BIT & BRIDLE	Reg. No. 2,683,672	February 4, 2003

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment as of the Effective Date.

ASSIGNOR:

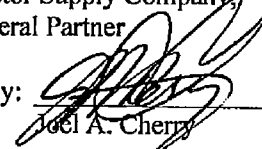
FORIA INTERNATIONAL INC.

By: 
Teddy Mang
Title: CEO
Chief Executive Officer

Dated: October 4th, 2006

ASSIGNEE:

TRACTOR SUPPLY CO. OF TEXAS, LP

By: Tractor Supply Company
General Partner
By: 
Joel A. Cherry
Title: Vice President, General
Counsel & Corporate
Secretary

Dated: October 9, 2006