

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
The Pet Entertainment Network		10/23/2006	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	PetStyle LLC		
Street Address:	2875 NE 191st Street		
Internal Address:	Suite 400		
City:	Aventura		
State/Country:	FLORIDA		
Postal Code:	33180		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	78899016	LIFESTYLE CENTRAL	
Serial Number:	78669551	PETSTYLE	
Registration Number:	2438675	PETSTYLE.COM	
CORRESPONDENCE DATA			
Fax Number:	(212)536-3901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	973-848-4150		
Email:	nytrademarks@klng.com, jbernard@klng.com, fpolitano@klng.com		
Correspondent Name:	Frank L. Politano		
Address Line 1:	One Newark Center, 10th Floor		
Address Line 4:	Newark, NEW JERSEY 07102		
ATTORNEY DOCKET NUMBER:	1303225.[NW00029]		
NAME OF SUBMITTER:	Frank L. Politano		

OP \$90.00 78899016

Signature:

/Frank L. Politano/

Date:

11/08/2006

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS (this "Assignment") is made as of this 23rd day of October, 2006, by The Pet Entertainment Network, Inc., a Florida corporation ("Seller"), in favor of PetStyle, LLC, a Florida limited liability company whose principal office or place of business is 2875 NE 191st Street, Suite 400, Aventura, Florida 33180 ("Buyer"), in connection with that certain Bill of Sale and Assignment and Assumption, dated of even date herewith, by and among Seller and Buyer (the "Agreement").

Seller, has used and is using, in connection with the operation of its business, the trademarks, service marks, trade dress, logos, trade names, and corporate names, together with all translations, adaptations, derivations, and combinations thereof and including, without limitation, all goodwill associated therewith, and all applications, registrations, and renewals in connection therewith, including, without limitation, those identified on Schedule A attached hereto (the "Trademarks").

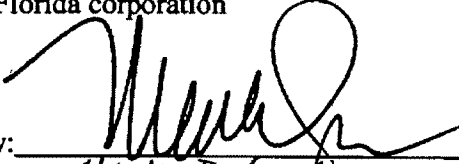
NOW, THEREFORE, in connection with the Agreement and for the consideration set forth therein, the receipt and sufficiency of which are hereby acknowledged, Seller hereby sells, transfers, assigns, conveys and delivers to Buyer all of Seller's right, title and interest in and to the Trademarks.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Seller has duly executed this Assignment as of the day and year first above written.

SELLER:

The Pet Entertainment Network, Inc.,
a Florida corporation

By: 
Name: Mark J. Gordon
Title: President

SCHEDULE A

CANADA	PETSTYLE	S.N. 1,315,995	11 Sept. 2006	N/A
CANADA	PETSTYLE LOGO	S.N. 1,317,440	21 Sept. 2006	N/A
CANADA	THE PET PROFESSOR	S.N. 1,296,805	5 April 2006	N/A
UNITED KINGDOM	PETSTYLE	S.N. 2,433,056	15 Sept. 2006	N/A
UNITED KINGDOM	PETSTYLE LOGO	S.N. 2,433,967	29 Sept. 2006	N/A
UNITED STATES	LIFESTYLE CENTRAL	S.N. 78/899,016	2 June 2006	N/A
UNITED STATES	PETSTYLE	S.N. 78/669,551	13 July 2005	N/A
UNITED STATES	PETSTYLE.COM	S.N. 78/010,281 Reg. No. 2,438,675	27 May 2000	27 March 2001