

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
Club Bow-Wow, LLC		03/05/2007	LIMITED LIABILITY COMPANY:
Renee Brantner		03/05/2007	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Camp Bow Wow Distribution, LLC		
Street Address:	3631 Pearl Street		
City:	Boulder		
State/Country:	COLORADO		
Postal Code:	80301		
Entity Type:	LIMITED LIABILITY COMPANY:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3101821	CLUB BOW-WOW	
CORRESPONDENCE DATA			
Fax Number:	(608)831-2106		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6088312100		
Email:	mal@dewittross.com		
Correspondent Name:	Marcia Layton		
Address Line 1:	8000 Excelsior Drive, Suite 401		
Address Line 4:	Madison, WISCONSIN 53717		
ATTORNEY DOCKET NUMBER:	25692.000		
NAME OF SUBMITTER:	Marcia Layton		
Signature:	/marcialayton/		

OP \$40.00 3101821

Date:

03/06/2007

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment"), dated as of 2-21, 2007 is made by and between Club Bow-Wow, LLC and Renee Brantner (collectively, "Assignor"), on the one hand, and Camp Bow Wow Distribution, LLC ("Assignee"), on the other. The parties listed above are referred to herein as the "Parties."

Recitals

A. Assignor had adopted, presently uses, and has acquired common law rights in the mark CLUB BOW-WOW in word and design form (the "Mark") and is the owner of the federal registration for CLUB BOW-WOW (U.S. Reg. No. 3101821), Registration Date: June 6, 2006 for pet day care services. (the "Registration")

B. Assignor desires to assign the Mark and the Registration to Assignee, and Assignee desires to acquire all right, title and interest in and to the Mark and the Registration.

NOW, THEREFORE, in consideration of the mutual covenants and agreements set forth in this Assignment and for other good and valuable consideration, the sufficiency of which are hereby acknowledged, the Parties agree as follows:

Agreement

1. Assignment of Mark. Assignor hereby irrevocably assigns and transfers to Assignee all right, title and interest in and to the Mark and the Registration, together with the goodwill of the business symbolized by the Mark and the Registration. Assignor acknowledges that it retains no right to use the Mark or the Registration and irrevocably and unconditionally waives any right, title, interest or claim in the Mark and the Registration except as permitted by the (i) Settlement Agreement, Trademark Assignment and License, and Mutual Release, and (ii) Trademark License Agreement.

2. Additional Actions. Assignor will take all actions necessary to effectuate the transfer of the Mark and the Registration to Assignee including, without limitation, registering the assignment with the United States Patent and Trademark Office within five business days from the date of execution of this Assignment. Assignor shall pay all amounts and fees associated with the assignment of the Mark and the Registration as contemplated herein. Assignor agrees to cooperate with Assignee and to do such acts and execute, acknowledge and deliver, or cause to be executed, acknowledged and delivered, all such other documents and instruments, as may be necessary to perfect Assignee's rights in and to the Mark and the Registration and to otherwise carry out the intent of this Assignment.

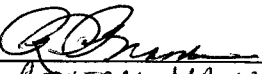
3. Restriction. Assignor agrees not to challenge the validity of Assignee's ownership of the Mark or the Registration.. Except as permitted by the (i) Settlement Agreement, Trademark Assignment and License, and Mutual Release, and (ii) Trademark License Agreement, each of equal date entered by the Parties, Assignor will not adopt, use or register any mark or domain name that is confusingly similar mark to the Mark.

4. Additional Terms. The provisions hereof shall inure to the benefit of, and be binding upon, the successors, assigns, heirs, executors and administrators of the parties hereto. This Assignment will be deemed to have been made in, and will be construed pursuant to the laws of, the State of Colorado without regard to conflicts of laws provisions thereof. Any suit hereunder must be brought in the federal or state courts in Denver, Colorado, and both parties hereby agree to submit to the exclusive jurisdiction thereof.


IN WITNESS WHEREOF, this Assignment is executed by the undersigned this 21 day of Feb, 2007.

ASSIGNOR

Club Bow-Wow, LLC

By: 
Its GENERAL MANAGER/OWNER

3/5/07
Date

Renee Brantner


3/5/07
Date

ASSIGNEE

Camp Bow Wow Distribution LLC

By: Greg Powers
Its DIR of SALES + MARKETING

2 - 21 - 07
Date