

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
Heartland Corporation		06/28/2002	CORPORATION: KANSAS
RECEIVING PARTY DATA			
Name:	Apex Products, LLC		
Street Address:	8333 Melrose		
City:	Lenexa		
State/Country:	KANSAS		
Postal Code:	66214		
Entity Type:	LIMITED LIABILITY COMPANY: KANSAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2505106	PET SAV'R	
CORRESPONDENCE DATA			
Fax Number:	(816)531-7545		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(816) 460-2605		
Email:	bmcginley@sonnenschein.com, amhansen@sonnenschein.com		
Correspondent Name:	Brian R. McGinley		
Address Line 1:	P. O. Box 061080, Wacker Drive Station		
Address Line 2:	Sonnenschein Nath & Rosenthal LLP		
Address Line 4:	Chicago, ILLINOIS 60606-1080		
ATTORNEY DOCKET NUMBER:	70022030.0001.0006		
NAME OF SUBMITTER:	Brian R. McGinley		
Signature:	/brian r mcginley/		
Date:	10/10/2007		

OP \$40.00 2505106

Total Attachments: 1
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ASSIGNMENT OF UNITED STATES TRADEMARKS

WHEREAS, HEARTLAND CORPORATION, a Kansas corporation whose principal offices are at 1061 Cudahy Place, San Diego, California 92110, is the owner of all right, title and interest in and to the following trademarks which are registered in the United States Patent & Trademark Office:

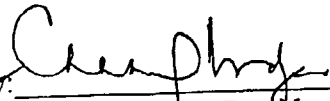
<u>Mark</u>	<u>Reg. No./ App. No.</u>	<u>Reg. Date/ App. Date</u>	<u>Country</u>	<u>Status</u>	<u>Class</u>	<u>Comments</u>
CARPETAID+ (and design)	1,855,057	9/20/94	US	Registered	3	
DETAIL IT	76/182,377	12/18/00	US	Pending	21	
LIFTER 1 (and design)	76/336,770	11/13/01	US	Pending	21	
LIFTER 1 (and grid design)	1,993,303	08/13/96	US	Registered	3	
PETSAV'R	2,338,431	04/04/00	US	Registered	3	
PETSAV'R	2,505,106	11/06/01	US	Registered	5	
ROCK DOCTOR	76/183,135	12/19/00	US	Pending	3	

WHEREAS, APEX PRODUCTS, LLC, a Kansas limited liability company, whose principal place of business is at 8333 Melrose, Lenexa, Kansas, 66214 is desirous of acquiring said trademarks and registrations, together with the goodwill of the business appurtenant thereto;

NOW, THEREFORE, in consideration of the sum of ten dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, HEARTLAND CORPORATION does hereby sell, assign, transfer, and convey to APEX PRODUCTS, LLC, the entire right, title and interest in and to the aforesaid trademark registrations and the trademarks shown thereon, the goodwill of the business appurtenant thereto and to the goods connected with the use of and symbolized by said trademarks, together with all claims for damages by reason of past infringements of said trademarks, including the right to sue for and collect the same for the use and benefit of APEX PRODUCTS, LLC, its successors, assigns or other legal representatives.

IN WITNESS WHEREOF, HEARTLAND CORPORATION has caused this assignment to be executed by its duly authorized officer, effective as of the 28th day of June, 2002.

HEARTLAND CORPORATION

By: 
Garry O. Ridge, President

[Notary Public Acknowledgement]