

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
Vienna Beef Ltd.		11/07/2007	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Performance Pet Products, LLC		
Street Address:	1120 Lake Ave		
City:	Fairmont		
State/Country:	MINNESOTA		
Postal Code:	56031		
Entity Type:	LIMITED LIABILITY COMPANY: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2501819	BEEFY MONSTER BONE	
CORRESPONDENCE DATA			
Fax Number:	(612)524-1137		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612 373 8559		
Email:	jblomquist@felhaber.com		
Correspondent Name:	James A. Blomquist		
Address Line 1:	220 South Sixth Street		
Address Line 2:	Suite 2200		
Address Line 4:	Minneapolis, MINNESOTA 55402-4504		
ATTORNEY DOCKET NUMBER:	5058.176		
NAME OF SUBMITTER:	James A. Blomquist		
Signature:	/jab/		
Date:	11/15/2007		

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Total Attachments: 3

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TRADEMARK ASSIGNMENT AGREEMENT

FOR GOOD AND VALUABLE CONSIDERATION, the sufficiency and receipt of which is hereby acknowledged, VIENNA BEEF LTD, an Illinois corporation having a business address of 2501 North Damen Avenue, Chicago, Illinois 60647 (hereinafter sometimes referred to as “ASSIGNOR”), hereby irrevocably sells, transfers, assigns, and conveys to PERFORMANCE PET PRODUCTS, LLC, a Minnesota limited liability company (hereinafter sometimes referred to as “ASSIGNEE”), as of January 17, 2005 ASSIGNOR’s entire worldwide right, title and interest in and to the BEEFY MONSTER BONE trademark and to any and all trademark registrations, service mark registrations, trade names, service mark applications, and/or trademark applications containing the term BEEFY MONSTER BONE including but not limited to those respectively listed on Schedule A attached hereto and made a part hereof, as well as any and all goodwill associated with the portion of the business symbolized by the trade names, trademarks and/or service marks, any and all common law trademark rights and any and all state trademark registrations associated therewith; and any and all renewals thereof; any licenses and other agreements providing ASSIGNOR and/or third parties the rights to use same; all income, royalties, license fees, damages and payments now and hereafter due and/or payable with respect thereto including, without limitation, damages and payments for past or future infringements thereof; the right to sue for any and all past infringement which may have occurred at any time up to the date of the present TRADEMARK ASSIGNMENT AGREEMENT; and any and all United States and/or foreign trademark (or service mark) registrations which may issue on same in the future.

This TRADEMARK ASSIGNMENT AGREEMENT revokes and supersedes any and all prior assignments that may have been made by ASSIGNOR to ASSIGNEE regarding the BEEFY MONSTER BONE mark and the registration listed on Schedule A hereto.

ASSIGNOR agrees to perform all affirmative acts which may be necessary or appropriate to perfect the above-described transfer of trademark, service mark and trade name rights or to maintain said registrations before both the United States Patent and Trademark Office and the Trademark Offices of any and all foreign countries, at ASSIGNEE’s expense, as well as to cooperate with ASSIGNEE in obtaining and/or providing information required in any proceedings relating to said trademarks, service marks and trade names.

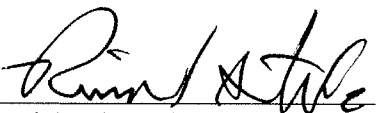
ASSIGNOR further authorizes the Commissioner of Patents and Trademarks of the United States, and the appropriate official in any other country, to issue any and all additional trademark and service mark registrations or amended registrations that are being assigned hereunder and have been or may be granted upon any such application or petition for same, to ASSIGNEE, its successors and/or assigns.

ASSIGNOR hereby grants ASSIGNEE the authority and power to insert on this instrument any further identification, which may be necessary or desirable for purposes

of recordation in the United States Patent and Trademark Office or the Trademark Office of any foreign county.

Assignor:

VIENNA BEEF LTD

By: 

Richard Steele

Senior Vice President and Chief Financial Officer

Date: 11/7/2007

SCHEDULE A
UNITED STATES
REGISTRATIONS

<u>MARK</u>	<u>REGISTRATION NO.</u>
BEEFY MONSTER BONE	2,501,819

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