

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	TRADEMARK ASSIGNMENT		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Mr. Gianmarco S. Giannini		02/07/2008	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ARTHUR DOGSWELL, L.L.C.		
<b>Street Address:</b>	1964 Westwood Blvd., Suite 350		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90025		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2927944	DOGSWELL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(213)630-5667		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(213) 891-5376		
<b>Email:</b>	trademark@buchalter.com		
<b>Correspondent Name:</b>	Matthew Solmon		
<b>Address Line 1:</b>	1000 Wilshire Boulevard, Suite 1500		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90017-2457		
<b>ATTORNEY DOCKET NUMBER:</b>	D6447-5004		
<b>NAME OF SUBMITTER:</b>	Matthew Solmon		
<b>Signature:</b>	/Matthew Solmon/		
<b>Date:</b>	02/08/2008		

**CH \$40.00 2927944**

Total Attachments: 1  
source=TrademarkAssignment#page1.tif

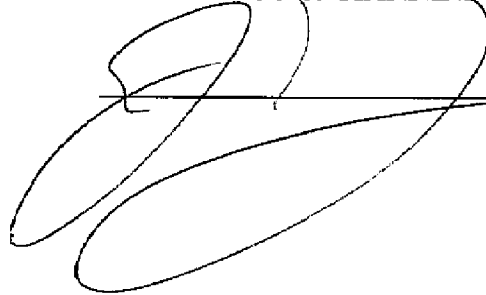
## TRADEMARK ASSIGNMENT

For and in consideration of ten dollars and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Gianmarco S. Giannini, a United States citizen ("Assignor") hereby sells, assigns, and transfers to Arthur Dogswell, L.L.C., a California limited liability company, ("Assignee"), having a place of business at 1964 Westwood Blvd, Suite 350, Los Angeles, CA 90025, absolutely and forever, its entire right, title, and interest, whether statutory or at common law, in and to the trademark DOGSWELL (the "Mark"), together with the goodwill of the business symbolized by the Mark, and all corresponding registrations and applications to register the Mark including Registration No. 2927944, as well as all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest full title in and to the Mark and other corresponding rights in the Assignee.

IN WITNESS WHEREOF, this Assignment is effective as of the 7 day of February, 2008.

GIANMARCO S. GIANNINI

A large, stylized handwritten signature in black ink, written over a horizontal line. The signature is highly cursive and loops around itself.