

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
Lara Riedel		07/05/2006	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Gosling, Inc.		
Composed Of:	COMPOSED OF Christine Watts Nicholas Watts		
Doing Business As:	DBA Charming Pet Products		
Street Address:	31143 Via Colinas #502		
City:	Westlake Village		
State/Country:	CALIFORNIA		
Postal Code:	91362		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3255777	UPTOWN HOUND	
CORRESPONDENCE DATA			
Fax Number:	(818)865-1132		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	8184830522		
Email:	christine@charmingpetproducts.com		
Correspondent Name:	Christine Watts		
Address Line 1:	31143 Via Colinas #502		
Address Line 4:	Westlake Village, CALIFORNIA 91362		
NAME OF SUBMITTER:	Christine Watts		
Signature:	/christinewatts/		
Date:	02/27/2008		

OP \$40.00 3255777

SHORT-FORM ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, receipt of which is hereby acknowledged Charming Pet Products, Inc. ("Assignor"), located at 3040 Three Springs Drive, Westlake Village, CA 91361, hereby irrevocably transfers and assigns to Gosling, Inc. dba Charming Pet Products ("Assignee"), located at 31143 Via Colinas #502, Westlake Village, CA 91362, its successors and assigns, in perpetuity, all right (whether now known or hereinafter invented), title, and interest, throughout the world in perpetuity, including any copyrights and renewals or extensions thereto, in and to the following copyrights and trademarks and their registrations (whether pending, finalized or otherwise), together with the good will of the business with which the marks and copyrights are used, pursuant to the Purchase Agreement, dated as of August 11, 2008, between Assignor and Nick and Christine Watts of Gosling, Inc.:

CHARMING
FLUFF HOLDERS
PARTY COLLAR
VOO DOO DOG
HENRIETTA THE CHICKEN
EARL
CHRISTMAS HENRIETTA
SLICKER TEE
UPTOWN HOUND

IN WITNESS THEREOF, Assignor has duly executed this Agreement.

CHARMING PET PRODUCTS, INC.

By: 
LARA RIEDEL

Title: President

Date: 1/31/08