

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
DCC Services, LLC		06/30/2008	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SmartDog Services, LLC		
<b>Street Address:</b>	3445 N Causeway Blvd, Suite 730		
<b>City:</b>	Metairie		
<b>State/Country:</b>	LOUISIANA		
<b>Postal Code:</b>	70002		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2633437	DBA ON DEMAND	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(602)258-4441		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	602-258-4440		
<b>Email:</b>	chris@daylawfirm.com		
<b>Correspondent Name:</b>	Christopher Day		
<b>Address Line 1:</b>	301 E Bethany Home Road, Ste A-213		
<b>Address Line 4:</b>	Phoenix, ARIZONA 85012		
<b>NAME OF SUBMITTER:</b>	General Counsel		
<b>Signature:</b>	/Joni Johnson/		
<b>Date:</b>	06/30/2008		

OP \$40.00 2633437

Total Attachments: 1

**900110250**

**TRADEMARK  
 REEL: 003806 FRAME: 0698**



**DBA ON DEMAND**  
**Registration No: 2,633,437**

**TRADEMARK ASSIGNMENT**

WHEREAS, DCC Services, LLC, a Delaware Limited Liability Company ("Assignor") has adopted, used and is using the mark DBA ON DEMAND, which it has registered in the United States Patent and Trademark Office, Reg. No. 2633437; and

WHEREAS, SmartDog Services, LLC, a Delaware Limited Liability Company located at 3445 N. Causeway Blvd., Suite 730, Metairie, LA 70002 ("Assignee"), is desirous of acquiring said mark and the registration thereof;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee, all right, title and interest in and to the said mark, together with the good will of the business symbolized by the above identified registration.

Date as of the 30<sup>th</sup> day of June, 2008

ASSIGNOR:

DCC Services, LLC

  
Signature

General Counsel  
Title