

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
GoDog, LLC		06/27/2008	LIMITED LIABILITY COMPANY: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Sherpa Pet Group, LLC		
Street Address:	300 Roundhill Drive		
City:	Rockaway		
State/Country:	NEW JERSEY		
Postal Code:	07866		
Entity Type:	LIMITED LIABILITY COMPANY: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77213545	CHEW GUARD TECHNOLOGY	
CORRESPONDENCE DATA			
Fax Number:	(908)876-1863		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	9088761823		
Email:	ejkaiser@gmail.com		
Correspondent Name:	Eric J. Kaiser		
Address Line 1:	41 East Mill Road		
Address Line 4:	Long Valley, NEW JERSEY 07853		
NAME OF SUBMITTER:	Eric J Kaiser		
Signature:	/Eric J Kaiser/		
Date:	07/16/2008		

Total Attachments: 1

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**TRADEMARK
 REEL: 003816 FRAME: 0973**

OP \$40.00 77213545

ASSIGNMENT OF TRADEMARKS AND/OR TRADE NAMES

This Assignment is effective as of July 1, 2007 (the "Effective Date").

WHEREAS, GoDog, LLC, ("Assignor"), a New Jersey limited liability company whose address is 5 Eagle Rock Drive Boonton Township, New Jersey 07005 owns the trademark and trade name "CHEW GUARD TECHNOLOGY" and the registrations thereof and/or applications therefor in the United States including, without limitation, United States Patent and Trademark Office trademark application number 77213545; and

WHEREAS, Sherpa Pet Group, LLC ("Assignee") a New Jersey limited liability company having a place of business at 300 Roundhill Drive, Rockaway, NJ 07866 is desirous of acquiring said trademark and/or trade name and the registrations thereof (as applicable) and applications therefor (as applicable);

NOW, THEREFORE, effective by this instrument as of the Effective Date and for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign, sell and transfer to Assignee, its successor and assign, Assignor's entire right title and interest in and to said trademark and trade name and the registrations thereof (as applicable) and applications therefor (as applicable) including, without limitation, United States Patent and Trademark Office trademark application number 77213545; the good will of the business symbolized and associated with said trademarks and/or trade names; all income, royalties, damages and payments now or hereafter due or payable with respect to said trademarks and/or; all causes of action, either in law or in equity, for past, present or future infringement of said trademarks and/or trade names; and all rights corresponding to the foregoing throughout the world.

GoDog, LLC

By: Juliann Krauss
 Juliann Krauss, Member and Manager

STATE OF NEW JERSEY)
) SS.:
 COUNTY OF MORRIS)

I CERTIFY that on June 27, 2008 Juliann Krauss personally came before me, and acknowledged under oath, to my satisfaction, that:
 (a) Juliann Krauss signed, sealed and delivered the foregoing Assignment of Trademarks and Trade Names as authorized representative of the GoDog, LLC, the Assignor limited liability company named in this document; and
 (b) this document was signed and made by Juliann Krauss on behalf of said GoDog, LLC as her voluntary act and deed with all necessary authority having been duly obtained.

Kendrick P. Rybacki
 A Notary Public of New Jersey
 My Commission Expires: 10/9/11

