

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
General Electric Capital Corporation		07/18/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Old Mother Hubbard, Inc.
Street Address:	2711 Centrevill Road
Internal Address:	Suite 400
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19808
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 53

Property Type	Number	Word Mark
Registration Number:	2182113	AU-BON-DOG
Registration Number:	1272047	AUSTIN'S
Registration Number:	2875964	BAC'N'CHEEZ
Registration Number:	2735881	BEEFY BONE
Registration Number:	2109473	BENTLEY'S BEST
Registration Number:	3016391	BITZ
Registration Number:	2640654	CHAR-TAR
Registration Number:	1487028	CHEW FLIPS
Registration Number:	2568671	CHICK'N CHEDDA
Registration Number:	3378068	CHICK'N'CHEDDA'
Registration Number:	3352999	CORE
Registration Number:	2632942	COUCH POTATO
Registration Number:	2284080	FAITHFUL FRIENDS

CH \$1340.00 2182113

Registration Number:	2786952	GIMME A KISS
Registration Number:	2887109	GRANDMA'S GOURMET
Serial Number:	78873463	HEALTHY INDULGENCE
Registration Number:	2632943	JUST VEGG'N
Registration Number:	2000775	LIV'R'CRUNCH
Serial Number:	78584553	LIVE WELL. EAT WELL. BE WELL.
Registration Number:	3202761	LIVE WELL. EAT WELL. BE WELL.
Serial Number:	78857576	LIVE WELL. TREAT WELL. BE WELL.
Registration Number:	2243779	MEATIES
Registration Number:	2084566	MINISNACKS ASSORTED DOG BISCUITS
Registration Number:	2747000	MOTHER'S FINEST
Registration Number:	1407881	NEURA
Registration Number:	2034479	NEURA 95
Registration Number:	2034478	NEURA BAKED
Registration Number:	1719572	NEURA FORMULA 100
Registration Number:	2520930	NEURA MEATS
Registration Number:	1181414	OLD MOTHER HUBBARD
Registration Number:	2005062	OLD MOTHER HUBBARD
Registration Number:	2032715	OLD MOTHER HUBBARD
Registration Number:	2005061	OLD MOTHER HUBBARD BITZ
Registration Number:	2267610	OLD MOTHER HUBBARD JERKKY CHIPS
Registration Number:	1867750	P-NUTTIER
Registration Number:	2211962	P-NUTTY
Serial Number:	78857589	PURE REWARDS
Registration Number:	2246217	SAVORY SELECTIONS OLD MOTHER HUBBARD
Registration Number:	2246218	SAVORY SLICES OLD MOTHER HUBBARD
Registration Number:	2639407	SUPER5MIX
Registration Number:	2698458	UNCONDITIONAL LOVE. UNCOMPROMISING NUTRITION.
Registration Number:	2664033	WELLBAR
Serial Number:	78857627	WELLBITES
Registration Number:	2967998	WELLCELL
Registration Number:	2955421	WELLCOAT
Registration Number:	2967996	WELLDEFENSE
Registration Number:	2835106	WELLFLEX
Registration Number:	2457978	WELLNESS

Registration Number:	2263784	WELLNESS
Registration Number:	2425652	WELLNESS
Registration Number:	2349101	WELLNESS
Registration Number:	2322461	WELLNESS SUPER5MIX
Registration Number:	2955422	WELLTABS

CORRESPONDENCE DATA

Fax Number: (202)408-3141

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 800-927-9801 x2348

Email: jpaterso@cscinfo.com

Correspondent Name: Corporation Service Company

Address Line 1: 1090 Vermont Avenue NW, Suite 430

Address Line 2: Attn: Jean Paterson

Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	656075
NAME OF SUBMITTER:	Jean Paterson
Signature:	/Jean Paterson/
Date:	07/22/2008

Total Attachments: 2

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Release of Security Interest

WHEREAS, Old Mother Hubbard, Inc., a Delaware corporation, adopted and used the trademarks listed in Schedule A hereto, which are registered or pending registration with the U.S. Patent and Trademark Office (the "Marks"); and

WHEREAS, General Electric Capital Corporation, a Delaware corporation, has taken a security interest in the Marks to satisfy certain obligations as set forth in the Security Agreement dated August 9, 2007; and

WHEREAS, such security interest has been recorded with the U.S. Patent and Trademark Office Reel/Frame 3599/0722; and

WHEREAS, General Electric Capital Corporation, has agreed to release such security interest;

NOW, THEREFORE, for good and valuable consideration the sufficiency of which is hereby acknowledged, General Electric Capital Corporation, hereby releases its security interest in the Marks.

The Commissioner of Patents and Trademarks is requested to amend the records of the U.S. Patent and Trademark Office to reflect the release of the security interests set forth herein.

Signed this 18th day of July, 2008.

General Electric Capital Corporation

By: [Signature]

Name: David Indelicato

Title: Duly Authorized Signatory

STATE OF: New York (State)

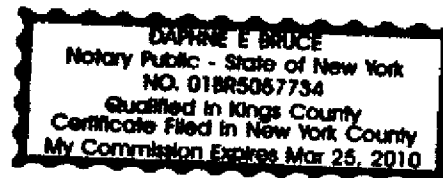
COUNTY OF: New York (County)

ss:

On this 18 day of July, 2008, before me appeared David Indelicato, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of General Electric Capital Corporation, a Delaware limited partnership.

[Signature]
Notary Public

My Commission Expires: March 25, 2010



Schedule A to Release of Security Interest

<u>Mark</u>	<u>Registration No.</u>
AU-BON-DOG	2182113
AUSTIN'S	1272047
BAC'N'CHEEZ	2875964
BEEFY BONE	2735881
BENTLEY'S BEST & design	2109473
BITZ	3016391
CHAR-TAR	2640654
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FAITHFUL FRIENDS	2284080
GIMME A KISS	2786952
GRANDMA'S GOURMET	2887109
HEALTHY INDULGENCE	NONE Ser. 78873463
JUST VEGG'N	2632943
LIV'R CRUNCH	2000775
LIVE WELL. EAT WELL. BE WELL.	NONE Ser. 78584553
LIVE WELL. EAT WELL. BE WELL.	3202761
LIVE WELL. TREAT WELL. BE WELL.	NONE Ser. 78857576
MEATIES	2243779
MINISNACKS ASSORTED DOG BISCUITS & design	2084566
MOTHER'S FINEST	2747000
NEURA	1407881
NEURA 95 (stylized)	2034479
NEURA BAKED & design	2034478
NEURA FORMULA 100	1719572
NEURA MEATS & design	2520930
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OLD MOTHER HUBBARD BITZ	2005061
OLD MOTHER HUBBARD JERKKY CHIPS & design	2267610
P-NUTTIER	1867750
P-NUTTY	2211962
PURE REWARDS	NONE Ser. 78857589
SAVORY SELECTIONS OLD MOTHER HUBBARD & design	2246217
SAVORY SLICES OLD MOTHER HUBBARD & design	2246218
SUPER5MIX	2639407
UNCONDITIONAL LOVE. UNCOMPROMISING NUTRITION.	2698458
WELLBAR	2664033
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WELLNESS	2457978
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WELLNESS & design	2425652
WELLNESS & design	2349101
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