

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT		
NATURE OF CONVEYANCE:	Corrective Assignment to correct the wrong registration number 848,258 for the mark "CONTADINA" and the correct number should be 848,256 for "SAY CHEESE" previously recorded on Reel 002393 Frame 0889. Assignor(s) hereby confirms the Trademark Assignment with Schedule 1..		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pet Life Foods, Inc.		09/20/2001	CORPORATION:
RECEIVING PARTY DATA			
Name:	Sergeant's Pet Care Products, Inc.		
Street Address:	2625 South 158th Plaza		
City:	Omaha		
State/Country:	NEBRASKA		
Postal Code:	68124		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0848256	SAY "CHEESE"	
CORRESPONDENCE DATA			
Fax Number:	(402)390-9005		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(402) 390-9500		
Email:	ip@koleyjessen.com		
Correspondent Name:	Roberta L. Christensen		
Address Line 1:	One Pacific Place, 1125 S 103rd Street		
Address Line 2:	Suite 800		
Address Line 4:	Omaha, NEBRASKA 68124		
ATTORNEY DOCKET NUMBER:	5712-0006 SERGEANT'S		
NAME OF SUBMITTER:	Roberta L. Christensen		

OP \$40.00 0848256

Signature:	/rlc/
Date:	07/18/2008
Total Attachments: 11 source=incorrect tm_asgt#page1.tif source=incorrect tm_asgt#page2.tif source=incorrect tm_asgt#page3.tif source=incorrect tm_asgt#page4.tif source=incorrect tm_asgt#page5.tif source=incorrect tm_asgt#page6.tif source=incorrect tm_asgt#page7.tif source=incorrect tm_asgt#page8.tif source=incorrect tm_asgt#page9.tif source=incorrect tm_asgt#page10.tif source=incorrect tm_asgt#page11.tif	

10-31-2001
101890958

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
PET LIFE FOODS, INC.
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State **ILLINOIS**
 Other _____
Additional name(s) of conveying party(ies) attached? Yes No

10-19-01

2. Name and address of receiving party(ies)
Name: **SERGEANT'S PET CARE PRODUCTS, INC.**
Internal
Address: **SUITE 303**
Street address: **14748 WEST CENTER ROAD**
City: **OMAHA** State: **NE** Zip: **68144**
 Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State **NEVADA**
 Other _____
If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No N.A.
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____
Execution Date: **SEPTEMBER 20, 2001**

4. Application number(s) or registration number(s):
A. Trademark Application No.(s) **1593298**
Additional number(s) attached Yes No

B. Trademark Registration No.(s)
10-19-2001
U.S. Patent & TMO/TM Mail Rpt Dt. #11

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: **JAMES F. GOSSETT**
Internal Address: **SUITE 1200**
Street Address: **120 SOUTH RIVERSIDE PLAZA**
City: **CHICAGO** State: **IL** Zip: **60606**

6. Total number of applications and registrations involved: **48**
7. Total fee (37 CFR 3.41) \$ **1920**
 Enclosed
 Authorized to be charged to deposit account
8. Deposit account number:
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.
JAMES GOSSETT *James F. Gossett*
Name of Person Signing Signature
Date: **10-17-01**
Total number of pages including cover sheet, attachments, and document: **4**

10/30/2001 TDIAZ1 00000071 1593298

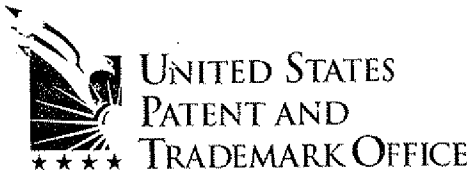
01 FC:481
02 FC:482

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Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

Refund Ref: 10/30/2001 TDIAZ1 000011158

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JANUARY 11, 2002

PTAS

Under Secretary of Commerce For Intellectual Property and
Director of the United States Patent and Trademark Office
Washington, DC 20231
www.uspto.gov

JAMES F. GOSSETT
SUITE 1200
120 SOUTH RIVERSIDE PLAZA
CHICAGO, IL 60606



101890958A

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 10/19/2001

REEL/FRAME: 002393/0889
NUMBER OF PAGES: 4

BRIEF: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

ASSIGNOR:

PET LIFE FOODS, INC.

DOC DATE: 09/20/2001
CITIZENSHIP: ILLINOIS
ENTITY: CORPORATION

ASSIGNEE:

SERGEANT'S PET CARE PRODUCTS, INC.
14748 WEST CENTER ROAD
SUITE 303
OMAHA, NEBRASKA 68144

CITIZENSHIP: NEVADA
ENTITY: CORPORATION

APPLICATION NUMBER: 76015808
REGISTRATION NUMBER:

FILING DATE: 04/03/2000
ISSUE DATE:

MARK: SIRLOINS

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76193156 FILING DATE: 01/16/2001
REGISTRATION NUMBER: ISSUE DATE:

MARK: STEAKHOUSE STRIPS
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76057760 FILING DATE: 05/26/2000
REGISTRATION NUMBER: ISSUE DATE:

MARK: NUTRI-DOG BARS
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76073539 FILING DATE: 06/19/2000
REGISTRATION NUMBER: 2508165 ISSUE DATE: 11/13/2001

MARK: SEASON'S TREATINGS
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76071358 FILING DATE: 06/16/2000
REGISTRATION NUMBER: ISSUE DATE:

MARK: DOG NOG
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76073519 FILING DATE: 06/19/2000
REGISTRATION NUMBER: ISSUE DATE:

MARK: BEER BONES
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76146796 FILING DATE: 10/16/2000
REGISTRATION NUMBER: ISSUE DATE:

MARK: NUTRI-CAT
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76146794 FILING DATE: 10/16/2000
REGISTRATION NUMBER: ISSUE DATE:

MARK: TREAT-TABS
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76084356 FILING DATE: 07/07/2000
REGISTRATION NUMBER: ISSUE DATE:

MARK: DENTA FRESH
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76234574 FILING DATE: 04/02/2001
REGISTRATION NUMBER: ISSUE DATE:

MARK: DENTAPLUS
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76100352
REGISTRATION NUMBER:

FILING DATE: 05/08/2000
ISSUE DATE:

MARK: ON POINT

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76146795
REGISTRATION NUMBER:

FILING DATE: 10/16/2000
ISSUE DATE:

MARK: CATNIPTIONS

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76193155
REGISTRATION NUMBER:

FILING DATE: 01/16/2001
ISSUE DATE:

MARK: TROPICAL TREATS

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76001573
REGISTRATION NUMBER:

FILING DATE: 03/16/2000
ISSUE DATE:

MARK: IT'S A DOG'S LIFE

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76015809
REGISTRATION NUMBER:

FILING DATE: 04/03/2000
ISSUE DATE:

MARK: LICKS & KISSES

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76146793
REGISTRATION NUMBER:

FILING DATE: 10/16/2000
ISSUE DATE:

MARK: PURRSCRIPTIONS

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76146792
REGISTRATION NUMBER:

FILING DATE: 10/16/2000
ISSUE DATE:

MARK: PURRSUASIONS

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76146791
REGISTRATION NUMBER:

FILING DATE: 10/16/2000
ISSUE DATE:

MARK: PURRS

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76146790
REGISTRATION NUMBER:

FILING DATE: 10/16/2000
ISSUE DATE:

MARK: PURRSONALS

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76175986
REGISTRATION NUMBER:

FILING DATE: 12/05/2000
ISSUE DATE:

MARK: TREATWICHES
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 73802642
REGISTRATION NUMBER: 1593298

FILING DATE: 05/25/1989
ISSUE DATE: 04/24/1990

MARK: PEOPLE CRACKERS
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 80843866
REGISTRATION NUMBER: 0843866

FILING DATE:
ISSUE DATE:

MARK:
DRAWING TYPE:

APPLICATION NUMBER: 73410596
REGISTRATION NUMBER: 1273795

FILING DATE: 01/24/1983
ISSUE DATE: 04/10/1984

MARK: DOGGIE DONUTS
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 72251377
REGISTRATION NUMBER: 0848258

FILING DATE: 08/01/1966
ISSUE DATE: 04/30/1968

MARK: CONTADINA
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74600580
REGISTRATION NUMBER: 2084349

FILING DATE: 11/18/1994
ISSUE DATE: 07/29/1997

MARK: MUNCHEEZ BEEF AND CHEESE TREAT
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74123022
REGISTRATION NUMBER: 1691000

FILING DATE: 12/13/1990
ISSUE DATE: 06/02/1992

MARK: SCHNITZEL SNACKS
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 73803381
REGISTRATION NUMBER: 1594475

FILING DATE: 05/30/1989
ISSUE DATE: 05/01/1990

MARK: CAT LIFE
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74034301
REGISTRATION NUMBER: 1657561

FILING DATE: 03/05/1990
ISSUE DATE: 09/17/1991

MARK:
DRAWING TYPE: MISCELLANEOUS DESIGN

APPLICATION NUMBER: 74029703
REGISTRATION NUMBER: 1651611

FILING DATE: 02/16/1990
ISSUE DATE: 07/23/1991

MARK:
DRAWING TYPE: MISCELLANEOUS DESIGN

APPLICATION NUMBER: 74029725
REGISTRATION NUMBER: 1667782

FILING DATE: 02/16/1990
ISSUE DATE: 12/10/1991

MARK:
DRAWING TYPE: MISCELLANEOUS DESIGN

APPLICATION NUMBER: 74029705
REGISTRATION NUMBER: 1651612

FILING DATE: 02/16/1990
ISSUE DATE: 07/23/1991

MARK:
DRAWING TYPE: MISCELLANEOUS DESIGN

APPLICATION NUMBER: 74029706
REGISTRATION NUMBER: 1649626

FILING DATE: 02/16/1990
ISSUE DATE: 07/02/1991

MARK:
DRAWING TYPE: MISCELLANEOUS DESIGN

APPLICATION NUMBER: 73638346
REGISTRATION NUMBER: 1461227

FILING DATE: 01/05/1987
ISSUE DATE: 10/13/1987

MARK: "TREATER'S"
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 71615282
REGISTRATION NUMBER: 0577878

FILING DATE: 06/16/1951
ISSUE DATE: 07/28/1953

MARK: DOG LIFE
DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

APPLICATION NUMBER: 72117362
REGISTRATION NUMBER: 0748854

FILING DATE: 04/07/1961
ISSUE DATE: 04/30/1963

MARK: DOG LIFE TASTY VITTLES
DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

APPLICATION NUMBER: 73557260
REGISTRATION NUMBER: 1438257

FILING DATE: 09/09/1985
ISSUE DATE: 04/28/1987

MARK: DOGGIE DOGS
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 73557262
REGISTRATION NUMBER: 1438258

FILING DATE: 09/09/1985
ISSUE DATE: 04/28/1987

MARK: DOGGIE FRANKS
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 71425255
REGISTRATION NUMBER: 0389548

FILING DATE: 11/04/1939
ISSUE DATE: 08/12/1941

MARK: HI= LIFE

DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

APPLICATION NUMBER: 80209689
REGISTRATION NUMBER: 0209689

FILING DATE:
ISSUE DATE:

MARK:

DRAWING TYPE:

APPLICATION NUMBER: 71626044
REGISTRATION NUMBER: 0569205

FILING DATE: 03/06/1952
ISSUE DATE: 01/13/1953

MARK: LOLLI-PUPS

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 73638283
REGISTRATION NUMBER: 1460847

FILING DATE: 01/05/1987
ISSUE DATE: 10/13/1987

MARK: MY DOGGIE'S BAG

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 71601788
REGISTRATION NUMBER: 0552254

FILING DATE: 08/05/1950
ISSUE DATE: 12/18/1951

MARK: CAVAIR

DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

APPLICATION NUMBER: 72256735
REGISTRATION NUMBER: 0889124

FILING DATE: 10/19/1966
ISSUE DATE: 04/07/1970

MARK: TRAIL CALL

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74457007
REGISTRATION NUMBER: 1882414

FILING DATE: 11/12/1993
ISSUE DATE: 03/07/1995

MARK:

DRAWING TYPE: MISCELLANEOUS DESIGN

APPLICATION NUMBER: 74461386
REGISTRATION NUMBER: 1859904

FILING DATE: 11/12/1993
ISSUE DATE: 10/25/1994

MARK:

DRAWING TYPE: MISCELLANEOUS DESIGN

APPLICATION NUMBER: 74465631
REGISTRATION NUMBER: 1878815

FILING DATE: 12/06/1993
ISSUE DATE: 02/14/1995

MARK: HI-LIFE

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

ASSIGNMENT OF TRADEMARKS

WHEREAS, PET LIFE FOODS, INC., an Illinois corporation, having its principal offices at 4355 Ferguson Drive, Suite 150, Cincinnati, Ohio, 45245 ("Assignor"), has adopted, used, is using and is the owner of the following marks listed on Schedule A attached hereto, some of which are now registered in the United States Patent and Trademark Office, and some of which are the subject of applications for registration filed with the Office.

WHEREAS, Sergeant's Pet Care Products, Inc., a Nevada corporation, having its principal place of business at 14748 West Center Road, Suite 303, Omaha, Nebraska, 68144 ("Assignee"), is desirous of acquiring said marks.

NOW, THEREFORE, for \$10.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said marks, together with the goodwill of the business symbolized by said marks and the registrations and applications therefor, and including common law and other rights in said marks, all claims, demands, and causes of action, both at law and in equity, that Assignor may have, or may hereafter acquire on account of any infringement of said marks, prior to the date hereof, and does hereby empower Assignee and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment on the 20th day of September, 2001.

PET LIFE FOODS, INC.

By: 

Title: President & CEO

SCHEDULE A

Mark	Application Number	Registration Number
PEOPLE CRACKERS		1,593,298 843,866
LOLLI-PUPS		569,205
DOGGIE DONUTS		1,273,795
SAY CHEESE		<i>848,256</i> 848,258
SIRLOINS	76/015,808	
MUNCHEEZ BEEF AND CHEESE TREAT		2,084,349
SCHNITZEL SNACKS		1,691,000
STEAKHOUSE STRIPS	76/193,156	
NUTRI-DOG BARS	76/057,760	
SEASON'S TREATINGS	76/073,539	
DOG NOG	76/071,358	
BEER BONES	76/073,519	
NUTRI-CAT	76/146,796	
TREAT-TABS	76/146/794	
DENTA FRESH	76/084,356	
DENTAPLUS	76/234,574	
ON POINT	76/100,352	
CATNIPTIONS	76/146,795	
TROPICAL TREATS	76/193,155	
IT'S A DOG'S LIFE	76/001,573	
LICKS & KISSES	76/015,809	
PURRSRIPTIONS	76/146,793	
PURRSUASIONS	76/146,792	
PURRS	76/146,791	
PURRSONALS	76/146,790	
CHEESEWICHES	76/175,986	
TREATWICHES	76/175,986	
CAT LIFE		1,594,475
BURGLAR CONFIGURATION		1,657,561
DOG CATCHER CONFIGURATION		1,651,611
MAILMAN CONFIGURATION		1,667,782
MILK MAN CONFIGURATION		1,651,612
POLICEMAN CONFIGURATION		1,649,626
TREATERS		1,461,227
DOG LIFE AND DESIGN		577,878
DOG LIFE TASTY VITTLES AND DESIGN		748,854
DOGGIE DOGS		1,438,257
DOGGIE FRANKS		1,438,258

HI-LIFE AND DESIGN		389,548
LOLLI-PUPS CANADA		209,689
LOLLI-PUPS AND DESIGN		569,205
MY DOGGIES BAG		1,460,847
PEOPLE CRACKERS (MEXICO)		552,254
TRAIL CALL		889,124
DOG HEAD LOGO		1,882,414
CAT HEAD LOGO		1,859,904
HI-LIFE		1,878,815