

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
Rosen's Diversified, Inc.		09/25/2008	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	Performance Pet Products, LLC		
Street Address:	1120 Lake Ave		
City:	Fairmont		
State/Country:	MINNESOTA		
Postal Code:	56031		
Entity Type:	LIMITED LIABILITY COMPANY: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3077485	P PERFORMANCE PET PRODUCTS	
CORRESPONDENCE DATA			
Fax Number:	(612)338-4608		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612 339 6321		
Email:	jblomquist@felhaber.com		
Correspondent Name:	James A. Blomquist		
Address Line 1:	220 South Sixth St		
Address Line 2:	Suite 2200		
Address Line 4:	Minneapolis, MINNESOTA 55402-4504		
ATTORNEY DOCKET NUMBER:	5058.176		
NAME OF SUBMITTER:	James A. Blomquist		
Signature:	/jab/		
Date:	09/25/2008		

CH \$40.00 3077485

Total Attachments: 2

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Assignment

This Agreement is made and entered into this 25 day of Sept, 2008, by and between Performance Pet Products, LLC, a Minnesota limited liability company located at 1120 Lake Avenue, Fairmont, Minnesota 56031 and Rosen's Diversified, Inc. (hereinafter called Assignor), a Corporation, organized and existing under the laws of Minnesota, located at 1120 Lake Avenue, Fairmont, Minnesota 56031.

WHEREAS, Assignor has adopted, used and is using the following described Mark which is registered in the United States Patent and Trademark Office

Serial Number 78349253

And

Registration Number 3077485

:



And

WHEREAS, Assignor has transferred certain assets to Performance Pet Products, LLC including the Mark and goodwill associated therewith; and

WHEREAS, Performance Pet Products, LLC desires to document its acquisition of the Mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Rosen's Diversified, Inc. does hereby assign unto Performance Pet Products, LLC all right, title and interest in and to the said Mark and the above-identified registration thereof, together with the good will of the business symbolized by the mark.

IN WITNESS WHEREOF, the parties execute this agreement the day and year first above written.

Rosen's Diversified, Inc.

Performance Pet Products, LLC

By: _____

By: _____

DOMINICK V. DRIANO, JR.
ITS: VP & GENERAL COUNSEL

DOMINICK V. DRIANO, JR.
ITS: VP & GENERAL COUNSEL

STATE OF Minnesota)
) ss.
COUNTY OF Martin)

The foregoing instrument was acknowledged before me this 25 day of September, 2008, by Dominick V. Driano, Jr., the V.P. General Counsel of Rosen's Diversified, Inc., a Minnesota corporation, on behalf of the Company.

Karla J. Lunn
Notary Public



STATE OF Minnesota)
) ss.
COUNTY OF Martin)

The foregoing instrument was acknowledged before me this 25 day of September, 2008, by Dominick V. Driano, Jr., the V.P. General Counsel of Performance Pet Products, LLC, a limited liability company under the laws of Minnesota on behalf of the Company.

Karla J. Lunn
Notary Public

