

10-28-2008

DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office



103532351

7-25-2005  
RECORDATION  
TRADE

To the Director of the U. S. Patent and Trademark Office: Please record the assignment and address(es) below.

1. Name of conveying party(ies):  
Grosvenor Enterprises LLC

Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation- State: California  
 Other \_\_\_\_\_

Citizenship (see guidelines) USA

Additional names of conveying parties attached?  Yes  No

2. Name and address of receiving party(ies)  
Additional names, addresses, or citizenship attached?  Yes  No

Name: James Moy  
Internal Address: \_\_\_\_\_  
Address: \_\_\_\_\_  
Street Address: 135-07 63rd Avenue  
City: Flushing  
State: New York  
Country: USA Zip: \_\_\_\_\_

Association      Citizenship \_\_\_\_\_  
 General Partnership      Citizenship \_\_\_\_\_  
 Limited Partnership      Citizenship \_\_\_\_\_  
 Corporation      Citizenship \_\_\_\_\_  
 Other Individual      Citizenship United States

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

3. Nature of conveyance / Execution Date(s):  
Execution Date(s) 12 July 2005

Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) \_\_\_\_\_  
B. Trademark Registration No.(s) 2,438,675

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):  
PETSTYLE.COM registered 27 March 2001

5. Name & address of party to whom correspondence concerning document should be mailed:  
Name: Frank L. Politano  
Internal Address: \_\_\_\_\_  
Street Address: 139 Spring Ridge Drive  
City: Berkeley Heights  
State: New Jersey Zip: 07922  
Phone Number: 908-665-2377  
Fax Number: \_\_\_\_\_  
Email Address: politano@tga.grt.com

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 2.6(b)(8) & 3.41) \$ 40.00

Authorized to be charged by credit card  
 Authorized to be charged to deposit account  
 Enclosed

8. Payment Information:

a. Credit Card      Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number \_\_\_\_\_  
Authorized User Name \_\_\_\_\_

9. Signature: Frank L. Politano      22 July 2005  
Signature      Date  
Frank L. Politano, Attorney for Assignee  
Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 3

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

07/26/2005 ECOOPER 00000152 2438675  
01 FC:8521

40.00

**SERVICE MARK, DOMAIN NAME AND TOLL FREE NUMBER ASSIGNMENT**

THIS ASSIGNMENT made this 12 day of July 2005 is from GROSVENOR ENTERPRISES LLC, a California Corporation, 21062 Indigo Circle, Huntington Beach, California 92646 ("Assignor") to James Moy, a United States citizen, 135-07 63<sup>rd</sup> Avenue, Flushing, New York 11367 ("Assignee").

WHEREAS, the Assignor has acquired certain rights in the service mark PETSTYLE.COM with respect to on-line retail store services featuring pet toys, foods, and accessories provided via a global computer network, a federal service mark registration of PETSTYLE.COM, Registration No. 2,438,675 dated March 27, 2001, the petstyle.com domain name which is registered to the number 714-962-98 but is owned by the Assignor, rights to the toll free telephone number 877-PET-STYLE (877-738-7895(3) and the goodwill related to the above service mark, domain name and toll free telephone number (hereinafter all collectively referred to as the Assigned Marks); and

WHEREAS, the Assignor is desirous of transferring and assigning to the Assignee, and the Assignee is desirous of acquiring from the Assignor, all of Assignor's rights, title and interest in and to the Assigned Marks and all of the goodwill associated therewith, as well as all other rights the Assignor may have with respect to the Assigned Marks, including all of Assignor's business which pertains to the Assigned Marks; and

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the parties agree as follows:

1. Assignor transfers, conveys and assigns unto Assignee all of its worldwide rights, title and interest in and to the Assigned Marks, and any and all registrations and applications thereof, together with the goodwill of the business appertaining thereto, and which is symbolized by the Assigned Marks, all of Assignor's business which pertains to the Assigned Marks, and the worldwide right to sue for past infringements of the Assigned Marks.

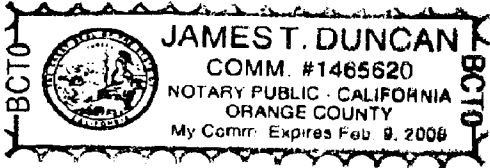
2. Immediately upon execution of this Assignment, Assignee shall permanently cease all use of the Assigned Marks and will not use in any business the Assigned Marks or any names or marks which are confusingly similar to the Assigned Marks.

3. Assignor shall execute any and all documents reasonably requested by Assignee to transfer ownership of the Assigned Marks to Assignee including, but not limited to, Assignments, Transfers, Domain Name Transfers and related Powers of Attorney.

Sworn To Before Me This

12 day of July 2005

  
Notary Public



GROSVENOR ENTERPRISES

LLC

By 

Name: Darren Grosvenor

Title: manager member

Page 2 of 2