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 |
|------------------------------|----------|----------------|-------------------------|
| Romi Garland and Carol April | | 10/07/2008 | PARTNERSHIP: CALIFORNIA |

RECEIVING PARTY DATA

| Name: | Zen Doggie, LLC | |
|-----------------|---------------------------------------|--|
| Street Address: | 561 Moreno Avenue | |
| City: | Los Angeles | |
| State/Country: | CALIFORNIA | |
| Postal Code: | 90049 | |
| Entity Type: | LIMITED LIABILITY COMPANY: CALIFORNIA | |

PROPERTY NUMBERS Total: 1

| Property Type | Number | Word Mark |
|----------------|----------|------------|
| Serial Number: | 77365842 | ZEN DOGGIE |

CORRESPONDENCE DATA

Fax Number: (310)247-2190

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

Phone: 310-247-2165

Email: tbrackey@freundandbrackey.com

Correspondent Name: Thomas A. Brackey II

Address Line 1: 427 North Camden Drive

Address Line 4: Beverly Hills, CALIFORNIA 90210

| NAME OF SUBMITTER: | Derek S. Lemkin |
|--------------------|-----------------|
| Signature: | /dsl/ |
| Date: | 01/29/2009 |

Total Attachments: 2

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TRADEMARK REEL: 003926 FRAME: 0269

ASSIGNMENT OF ITU TRADEMARK APPLICATION AND GOODWILL

Whereas Zen Doggie ("Assignor"), a California Partnership composed of Romi Garland and Carol April, citizens of California and currently located at 355 Alana Drive, Sherman Oaks, California, 91403, has intended to use the word mark ZEN DOGGIE, with design, in interstate commerce and has filed an intent-to-use application in the United States Patent and Trademark Office on January 7, 2008 based on its bona fide intent to use such mark in commerce, which application has been given Serial Number 77/365842, but has not yet filed and allegation of use of the mark under section 1(c) or 1(d) of the Trademark Act; and

Whereas Zen Doggie, LLC ("Assignee"), a California limited liability company is acquiring the entire business of said partnership or portion thereof to which the mark pertains as required by 15 USC §1060.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto Assignee all right, title and interest in and to the above identified application together with any and all goodwill of the business in which the mark is used or is intended to be used and the entire business or portion thereof to which the mark pertains, as required by 15 USC § 1060 to effectuate this assignment.

ZEN DOGGIE

y: Date: 10-67.08

By: Jarlul Date: 10-7-08

Romi Garland, Partner

TRADEMARK REEL: 003926 FRAME: 0270

| State of CALIFORNIA | |
|--|--|
| County of LOS ANGEGES | |
| On this 1th Day of OCTOBER, 1008 CAROL APPL, the person who signed the acknowledged that she/he signed it as a free act on his | is instrument, who |
| State of CALIFORNIA County of LOS ANGELES | ANDREW STEVEN SIFUENTES COMM. #1765516 NOTARY FUBLIC - CALIFORNIA LOS ANGELES COUNTY My Comm. Expires Sept. 2, 2011 |
| On this 7th Day of OCTOBER, 2008 [POMI GARLAND], the person who signed this acknowledged that she/he signed it as a free act on his | s instrument, who |
| Accepted: | ANDREW STEVEN SIFUENTES COMM. #1765516 NOTAFY PUBLIC - CALIFORNIA LOS AUGELES COUNTY My Corrn. Expires Sept. 2, 2011 |
| ZEN DOGGIE, LLC | |
| Name: Hall Romi Garland Manager | ! |
| Signature: 10-7-08 | |

TRADEMARK
REEL: 003926 FRAME: 0271

RECORDED: 01/29/2009