

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Conversion

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Arthur Dogswell, LLC		12/25/2008	LIMITED LIABILITY COMPANY: CALIFORNIA

**RECEIVING PARTY DATA**

<b>Name:</b>	Arthur Dogswell, LLC
<b>Street Address:</b>	1964 Westwood Boulevard
<b>Internal Address:</b>	Suite 250
<b>City:</b>	Los Angeles
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90025
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 14**

Property Type	Number	Word Mark
Serial Number:	78749128	BECAUSE DOGS ARE FAMILY TOO.
Registration Number:	3028301	HAPPY HIPS
Registration Number:	3028299	HAPPY HEART
Registration Number:	3028291	MELLOW MUT
Registration Number:	3075995	BREATHIES
Serial Number:	77622470	SHAPE UP
Registration Number:	3571180	VEGGIE LIFE
Serial Number:	77562279	SLIM N' TRIM
Registration Number:	3548876	VITAKITTY
Serial Number:	77466473	DOGSWELL SIMPLY
Serial Number:	77562372	BISCUITS WITH BENEFITS
Registration Number:	3457532	HAPPY HIPS
Registration Number:	3388203	CATSWELL

CH \$365.00 78749128

Registration Number:

2927944

DOGSWELL

**CORRESPONDENCE DATA**

Fax Number: (310)229-9901

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

Email: ipdocketingla@venable.com

Correspondent Name: Thomas J. Speiss

Address Line 1: 2049 Century Park East

Address Line 2: 2100

Address Line 4: Los Angeles, CALIFORNIA 90067

ATTORNEY DOCKET NUMBER:

090871.264111

NAME OF SUBMITTER:

Attorney for Applicant

Signature:

/jennifer v. whiting/

Date:

03/09/2009

**Total Attachments: 6**

source=CA - Certified copy of Certificate of Conversion of Arthur Dogswell L L C #page1.tif

source=CA - Certified copy of Certificate of Conversion of Arthur Dogswell L L C #page2.tif

source=Certified copy of DE Certificate of Conversion and Certificate of Formation for Arthur Dogswell L L#page1.tif

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**State of California**  
Secretary of State



I, DEBRA BOWEN, Secretary of State of the State of California, hereby certify:

That the attached transcript of 1 page(s) has been compared with the record on file in this office, of which it purports to be a copy, and that it is full, true and correct.



IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of

DEC 29 2008

A handwritten signature in cursive script that reads "Debra Bowen".

DEBRA BOWEN  
Secretary of State



**State of California  
Secretary of State**

**CERTIFICATE OF CONVERSION**

CONV-1A

File #

**200402310073**

**ENDORSED - FILED**  
In the office of the Secretary of State  
of the State of California

**DEC 29 2008**

**IMPORTANT — Read all instructions before completing this form.**

This Space For Filing Use Only

**CONVERTED ENTITY INFORMATION**

1. NAME OF CONVERTED ENTITY Arthur Dogswell, L.L.C.			
2. FORM OF ENTITY limited liability company	3. JURISDICTION Delaware		
4. MAILING ADDRESS OF CHIEF EXECUTIVE OFFICE	CITY	STATE	ZIP CODE
5. STREET ADDRESS OF CHIEF EXECUTIVE OFFICE	CITY	STATE	ZIP CODE
6. STREET ADDRESS OF THE CALIFORNIA OFFICE, IF ANY	CITY	STATE CA	ZIP CODE
7. MAILING ADDRESS OF AGENT FOR SERVICE OF PROCESS	CITY	STATE	ZIP CODE

**CONVERTING ENTITY INFORMATION**

8. NAME OF CONVERTING ENTITY Arthur Dogswell, L.L.C.		
9. FORM OF ENTITY limited liability company	10. JURISDICTION California	11. CA SECRETARY OF STATE FILE NUMBER, IF ANY 200402310073
12. THE PRINCIPAL TERMS OF THE PLAN OF CONVERSION WERE APPROVED BY A VOTE OF THE NUMBER OF INTERESTS OR SHARES OF EACH CLASS THAT EQUALED OR EXCEEDED THE VOTE REQUIRED. IF A VOTE WAS REQUIRED, PROVIDE THE FOLLOWING FOR EACH CLASS: STATE THE CLASS AND NUMBER OF OUTSTANDING INTERESTS ENTITLED TO VOTE AND THE PERCENTAGE VOTE REQUIRED OF EACH CLASS limited liability company membership interest 51%		

**ADDITIONAL INFORMATION**

13. ADDITIONAL INFORMATION SET FORTH ON THE ATTACHED PAGES, IF ANY, IS INCORPORATED HEREIN BY THIS REFERENCE AND MADE A PART OF THIS CERTIFICATE.

14. I CERTIFY UNDER PENALTY OF PERJURY UNDER THE LAWS OF THE STATE OF CALIFORNIA THAT THE FOREGOING IS TRUE AND CORRECT OF MY OWN KNOWLEDGE. I DECLARE I AM THE PERSON WHO EXECUTED THIS INSTRUMENT, WHICH EXECUTION IS MY ACT AND DEED.

December 29<sup>th</sup>, 2008

DATE

*[Handwritten Signature]*

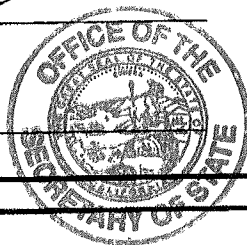
SIGNATURE OF AUTHORIZED PERSON

Gianmarco Giannini, Manager

TYPE OR PRINT NAME AND TITLE OF AUTHORIZED PERSON

SIGNATURE OF AUTHORIZED PERSON

TYPE OR PRINT NAME AND TITLE OF AUTHORIZED PERSON



CONV-1A (REV 01/2008)

APPROVED BY SECRETARY OF STATE

# Delaware

PAGE 1

*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A CALIFORNIA LIMITED LIABILITY COMPANY UNDER THE NAME OF "ARTHUR DOGSWELL, L.L.C." TO A DELAWARE LIMITED LIABILITY COMPANY, FILED IN THIS OFFICE ON THE TWENTY-NINTH DAY OF DECEMBER, A.D. 2008, AT 1:34 O'CLOCK P.M.

4638686 8100V

081233078

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 7050348

DATE: 12-29-08

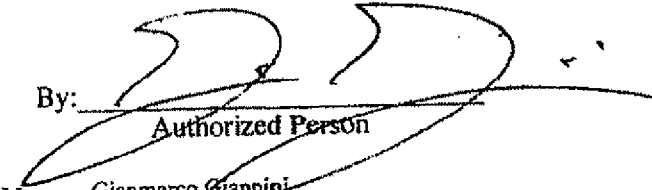
TRADEMARK

REEL: 003948 FRAME: 0895

STATE OF DELAWARE  
CERTIFICATE OF CONVERSION  
FROM A NON-DELAWARE LIMITED LIABILITY COMPANY TO  
A DELAWARE LIMITED LIABILITY COMPANY PURSUANT TO  
SECTION 18-214 OF THE LIMITED LIABILITY ACT

- 1.) The jurisdiction where the Non-Delaware Limited Liability Company first formed is California.
- 2.) The jurisdiction immediately prior to filing this Certificate is California.
- 3.) The date the Non-Delaware Limited Liability Company first formed is November 25, 2003.
- 4.) The name of the Non-Delaware Limited Liability Company immediately prior to filing this Certificate is Arthur Dogswell, L.L.C.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of Formation is Arthur Dogswell, L.L.C.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 25<sup>th</sup> day of December, A.D. 2008.

By:   
Authorized Person  
Name: Gianmarco Giannini  
Print or Type

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 01:41 PM 12/29/2008  
FILED 01:34 PM 12/29/2008  
SRV 081233078 - 4638686 FILE

# Delaware

PAGE 2

*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "ARTHUR DOGSWELL, L.L.C." FILED IN THIS OFFICE ON THE TWENTY-NINTH DAY OF DECEMBER, A.D. 2008, AT 1:34 O'CLOCK P.M.

4638686 8100V

081233078

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 7050348

DATE: 12-29-08

TRADEMARK  
REEL: 003948 FRAME: 0897

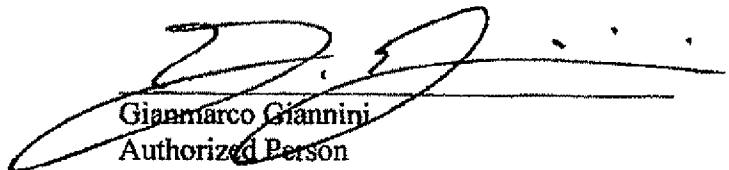
**CERTIFICATE OF FORMATION**  
**OF**  
**ARTHUR DOGSWELL, L.L.C.**  
**A LIMITED LIABILITY COMPANY**

**FIRST:** The name of the limited liability company is:

ARTHUR DOGSWELL, L.L.C.

**SECOND:** Its registered office in the State of Delaware is to be located at 2711 Centerville Road, Suite 400, in the City of Wilmington, County of New Castle 19808, and its registered agent at such address is Corporation Service Company.

IN WITNESS WHEREOF, the undersigned, being the individual forming the Company, has executed, signed and acknowledged this Certificate of Formation this 25 day of December, 2008.

  
Gianmarco Giannini  
Authorized Person

BN 2469908v1

*State of Delaware*  
*Secretary of State*  
*Division of Corporations*  
*Delivered 01:41 PM 12/29/2008*  
*FILED 01:34 PM 12/29/2008*  
*SRV 081233078 - 4638686 FILE*

**RECORDED: 03/09/2009**

**TRADEMARK**  
**REEL: 003948 FRAME: 0898**