

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
BeyondFur, Inc.		03/13/2009	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	FURMINATOR, Inc.		
Street Address:	1638 Headland Drive		
City:	Fenton		
State/Country:	MISSOURI		
Postal Code:	63026		
Entity Type:	CORPORATION: INDIANA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78680708	SHED SHACK	
CORRESPONDENCE DATA			
Fax Number:	(314)552-7000		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	314-552-6000		
Email:	ipdocket@thompsoncoburn.com		
Correspondent Name:	Thompson Coburn LLP		
Address Line 1:	One US Bank Plaza		
Address Line 4:	St. Louis, MISSOURI 63101		
ATTORNEY DOCKET NUMBER:	44772-55522		
NAME OF SUBMITTER:	Clyde L. Smith		
Signature:	/Clyde L. Smith/		
Date:	03/20/2009		

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Total Attachments: 3

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ASSIGNMENT OF TRADEMARK

WHEREAS, BeyondFur, Inc., a corporation of the State of Missouri with offices at 1638 Headland Drive, Fenton, Missouri 63026 (“Assignor”), is the owner of the pending intent-to-use United States trademark application no. 78/680,708 (hereinafter referred to as the “trademark application”);

WHEREAS, FURMINATOR, Inc., a corporation of the State of Indiana with offices at 1638 Headland Drive, Fenton, Missouri 63026 (“Assignee”), is desirous of acquiring all of Assignor’s right, title and interest in and to the pending intent-to-use trademark application and any registrations issuing therefrom, and

WHEREAS, Assignee has acquired and is acquiring the portion of Assignor’s business to which the pending intent-to-use trademark application pertains, which business is ongoing and existing.

NOW THEREFORE, for one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignor has, and hereby does, sell, assign and transfer unto Assignee the entire right, title and interest in and to the trademark application, together with the goodwill associated therewith, and the right to sue for, and recover for, any past infringements thereof, to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignee had no sale and assignment of said trademark application has been made.

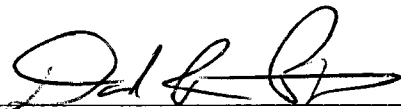
2. Assignor has, and hereby does, sell, assign and transfer unto Assignee the entire right, title and interest in and to the pending intent-to-use trademark application, and any registration issuing therefrom, together with the goodwill associated therewith, and the right to sue for, and recover for, any past infringements thereof, to be held and enjoyed by Assignor, its

successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignee had no sale and assignment of said Mark been made.

3. Assignor further agrees to execute such further documents reasonably required by Assignee to secure and enforce the rights granted to Assignee under this Assignment.

IN WITNESS WHEREOF, I have hereunto set my hand the 13 day of MARCH, 2009.

BeyondFur, Inc. ("Assignor")



David Porter, President

STATE OF MISSOURI :
 : SS
COUNTY OF ST. LOUIS :

On this 13th day of March, 2009, before me, a Notary Public, within and for the County of St. Louis, State of Missouri, personally appeared David Porter, to me known to be the person described in and who executed the foregoing assignment and acknowledged that he executed same as her free act and deed.

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal the date and year last above written.



Notary Public

My Commission Expires: _____
PATRICIA REIS
Notary Public - Notary Seal
~~STATE OF MISSOURI~~
St. Louis County
My Commission Exp: 12/28/2010
Commission #: 06487029