

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
Nature Vision, Inc.		10/09/2009	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	Altus Brands II LLC		
Street Address:	484 W. Welch Court		
City:	Traverse City		
State/Country:	MICHIGAN		
Postal Code:	49686		
Entity Type:	LIMITED LIABILITY COMPANY: MICHIGAN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3665231	CRINKLE CAMO	
Registration Number:	2561660	WOODLAND WHISPER	
CORRESPONDENCE DATA			
Fax Number:	(707)526-4707		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	707.526.4200		
Email:	jmbehmke@cmprlaw.com		
Correspondent Name:	Jay M. Behmke		
Address Line 1:	100 B Street Suite 400		
Address Line 4:	Santa Rosa, CALIFORNIA 95401-6376		
ATTORNEY DOCKET NUMBER:	2366.2 NATURE TO ALTUS TM		
NAME OF SUBMITTER:	Jay M. Behmke		
Signature:	/JMB-163603/		
Date:	10/09/2009		

OP \$65.00 3665231

TRADEMARK

Total Attachments: 3

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TRADE MARK ASSIGNMENT

Nature Vision, Inc., a Minnesota corporation, having an address at PO Box 641, 1480 Northern Pacific Road, Brainerd, MN 56401, ("Assignor"), for valuable consideration, the receipt and adequacy whereof are acknowledged, hereby assigns and transfers to Altus Brands II LLC, a Michigan Limited Liability Company, having an address at 1455 Lake Drive, Traverse City, MI 49684, ("Assignee"), and Assignee hereby accepts:

A. All rights, title and interest held by Assignor in and to the trade marks, service marks, registrations of trade marks and service marks and applications for such registration, more fully identified in Schedule A attached hereto (hereinafter collectively and individually referred to as the "Trade Marks");

B. The goodwill of the business connected with the use of and symbolized by the Trade Marks, and

C. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present, or future infringement of said Trade Marks or injury to said goodwill, together with the right to sue or recover the same in the name of Assignor.

IN WITNESS WHEREOF, the parties have executed this Trade Mark Assignment as of October 9, 2009.

ASSIGNOR:

NATURE VISION, INC.

By: M&I BUSINESS CREDIT, LLC
Its: Attorney in Fact

By: Thomas J. Kopacek
Print Name: Thomas J. Kopacek
Title: Vice President

ASSIGNEE

ALTUS BRANDS II LLC,

By: _____
Print Name: _____
Title: _____

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BTB
484 W. Welch Court, Traverse City, MI 49686

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ASSIGNOR:

NATURE VISION, INC.

By: M&I BUSINESS CREDIT, LLC
Its: Attorney in Fact

By: _____
Print Name: _____
Title: _____

ASSIGNEE

ALTUS BRANDS II LLC,

By: BTB
Print Name: Brian T. Brennan
Title: Member/Manager

SCHEDULE A

Serial No.	Reg. No.	Mark
76685415	3665231	CRINKLE CAMO
76243000	2561660	WOODLAND WHISPER

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10/07/09

BTD