

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
C.J. Foods		11/12/2009	CORPORATION: NEBRASKA
RECEIVING PARTY DATA			
Name:	Dad's Products Company, Inc.		
Doing Business As:	DBA Dad's Pet Care		
Street Address:	18745 Mill Street		
City:	Meadville		
State/Country:	PENNSYLVANIA		
Postal Code:	16335		
Entity Type:	CORPORATION: PENNSYLVANIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2135084	BACK TO BASICS	
Registration Number:	2615249	BEOWULF NATURAL FEEDS	
CORRESPONDENCE DATA			
Fax Number:	(814)453-4530		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	8144592800		
Email:	jgula@kmgslaw.com		
Correspondent Name:	Joseph F. Gula, III		
Address Line 1:	120 West Tenth Street		
Address Line 4:	Erie, PENNSYLVANIA 16501		
ATTORNEY DOCKET NUMBER:	0044225.0093		
NAME OF SUBMITTER:	Joseph F. Gula, III		
Signature:	/Joseph F Gula/		

OP \$65.00 2135084

Date:

11/25/2009

Total Attachments: 3

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TRADEMARK ASSIGNMENT

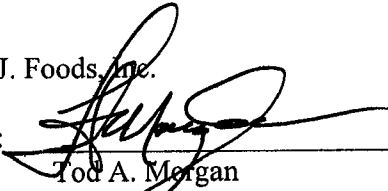
WHEREAS, C. J. Foods, Inc., a Nebraska corporation having a business address at 121 Main, Bern, Kansas 66408 ("C. J. Foods"), owns the entire right, title and interest in and to the trademarks set forth in Exhibit A, which are registered with the United States Patent and Trademark Office, and owns the entire right title and interest in and to the common law trademarks set forth in Exhibit B (collectively the "Trademarks"):

WHEREAS, C. J. Foods hereby transfers the Trademarks to Dad's Products Company, Inc., d/b/a Dad's Pet Care, a Pennsylvania corporation having a business address at 18746 Mill Street, Meadville, Pennsylvania 16335 ("Dad's") pursuant to that certain Asset Purchase Agreement dated as of November 12, 2009 between C. J. Foods and Dad's;

NOW, THEREFORE, BE IT KNOWN that for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration paid, the receipt and sufficiency of which is hereby duly and fully acknowledged, C. J. Foods has sold and does transfer and set over unto Dad's the entire right, title and interest in and to the Trademarks, and all goodwill associated therewith.

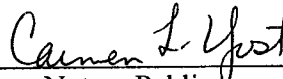
Date: November 12, 2009

C. J. Foods, Inc.

By: 
Tod A. Morgan
Vice President

STATE OF Kansas)
) ss.:
COUNTY OF Wenatchee)

On the 12th day of November in the year 2009 before me, the undersigned, a notary public in and for said State, personally appeared Tod A. Morgan, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual or the person upon behalf of which the individual acted, executed this instrument.


Notary Public

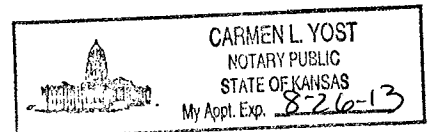


EXHIBIT A

U.S. Federally Registered Marks

Registration Numbers

Back to Basics

2,135,084

Beowulf Natural Feeds

2,615,249

EXHIBIT B

Unregistered Common Law Marks

Goods

Back to Basics Honesty

Pet Food

Back to Basics Perfection

Pet Food

“Simple...Honest...Perfect.”

Pet Food

“Simplicity...Honesty...Perfection.”

Pet Food



Pet Food

Back to Basics global design with images of silhouetted dog and cat