

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cintext International (Canada) Limited		12/07/2009	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Commerce Connect Inc.		
Street Address:	2263 Rosegate Drive		
City:	Mississauga		
State/Country:	CANADA		
Postal Code:	L5M5A6		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3519448	MUD RIVER DOG PRODUCTS	
CORRESPONDENCE DATA			
Fax Number:	(949)265-9010		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949-367-1541		
Email:	trademarks@rimermath.com		
Correspondent Name:	Darren Rimer		
Address Line 1:	27281 Las Ramblas, Suite 200		
Address Line 4:	Mission Viejo, CALIFORNIA 92691		
ATTORNEY DOCKET NUMBER:	CINTX-001T		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

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Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Darren Rimer

Signature:

/Darren S. Rimer/

Date:

12/09/2009

Total Attachments: 1

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This Assignment is by and between Cintex International (Canada) Limited, a Canadian corporation, having an address of 976 Meyerside Drive, Mississauga, L5T1R9, Canada ("Assignor"), and Commerce Connect Inc., a Canadian corporation, having an address of 2263 Rosegate Drive, Mississauga, Ontario, L5M5A6, Canada ("Assignee").

WHEREAS, Assignor has adopted, used, and is using a mark which is registered in the United States Patent and Trademark Office, Registration No. 3,519,448, registered on October 14, 2008 for the mark MUD RIVER DOG PRODUCTS for all-purpose carrying bags, dog leashes, dog apparel, dog coats, dog collars and leads, dog parkas, dog shoes, crate covers for pets, and portable beds for pets; and

WHEREAS, Assignee is desirous of acquiring the above-identified trademark (the "Mark"), including the above registration, along with the goodwill of the business symbolized by the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title, and interest in and to said Mark and said registration, together with the goodwill of the business symbolized by the Mark and the above-identified registration. This assignment is limited to Assignor's rights in the Mark for the United States.

IN TESTIMONY WHEREOF, Assignor hereunto sets its hand and signs this instrument as of the date set forth below.

Cintex International (Canada) Limited

Dated: Dec 7, 2009

By:



Puneet Girdhar
Managing Director