

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
Jennifer Telfer		02/08/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	CJ Products, LLC		
Street Address:	4040 Calle Platino, Ste. 124		
City:	Oceanside		
State/Country:	CALIFORNIA		
Postal Code:	92056		
Entity Type:	LIMITED LIABILITY COMPANY: UNITED STATES		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77387634	MY PILLOW PETS	
Serial Number:	77387642	MY PILLOW PETS ITS YOUR PILLOW AND A PET, ITS A PILLOW PET	
CORRESPONDENCE DATA			
Fax Number:	(760)724-7215		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	brian@mypillowpets.com		
Correspondent Name:	Brian A. Wright		
Address Line 1:	4040 Calle Platino, Ste. 124		
Address Line 4:	Oceanside, CALIFORNIA 92056		
NAME OF SUBMITTER:	Brian A. Wright		
Signature:	/Brian A. Wright/		
Date:	02/10/2010		
Total Attachments: 1			

OP \$65.00 77387634

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**TRADEMARK
 REEL: 004147 FRAME: 0277**

TRADEMARK ASSIGNMENT

WHEREAS, Jennifer Telfer, an individual ("Assignor") has adopted, has used, is using and is the owner of the following trademark(s) now registered, or for which an application is now pending in the United States Patent and Trademark Office:

Trademark	Application No.	Date of Filing
My Pillow Pets	77387634	August 1, 2007
My Pillow Pets It's Your Pillow and and a Pet, It's a Pillow Pet	77387642	February 4, 2008

WHEREAS, Assignor has used the marks MY PILLOW PETS and MY PILLOW PETS IT'S YOUR PILLOW AND A PET, IT'S A PILLOW PET in commerce and has filed the applications listed above, indicating such use, and

WHEREAS, Assignor is assigning the marks in the above-identified applications as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. § 1060; and

WHEREAS, CJ Products, LLC, a California Limited Liability Company (Assignee), has succeeded to the business, business assets and appurtenant goodwill of Assignor, and desires to acquire said trademarks and the pending applications therefor;

NOW, THEREFORE, in consideration of the sum of one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said trademarks and the applications and registrations therefor, together with the goodwill of the business symbolized by said trademarks and the applications to register said trademarks and any registrations currently or subsequently issued.

The undersigned agree to execute all papers necessary in connection with the trademark registrations and applications listed above, and in connection with securing and maintaining the applications and perfecting and recording this assignment with the USPTO and foreign trademark offices.

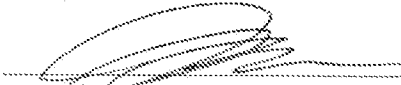
Assignor hereby covenants that she has the full right to convey the interest herein assigned, and that she has not executed, and will not execute, any agreement in conflict herewith.

Assignor hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

IN WITNESS WHEREOF, the Parties have duly executed this Agreement as of the dates indicated below:


Date: February 8, 2010

Assignor:


Jennifer Telfer

Date: February 8, 2010

Assignee:
CJ Products, LLC


Jennifer Telfer, Vice President