

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
MUTT, INC.		03/12/2010	CORPORATION: ILLINOIS

RECEIVING PARTY DATA

Name:	WILY RUSSELL LLC
Street Address:	1119 Wotkyns Drive
City:	Pasadena
State/Country:	CALIFORNIA
Postal Code:	91103
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2822270	THE RUFF HOUSE

CORRESPONDENCE DATA

Fax Number: (212)953-7201
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-415-9200
 Email: ny.trademark@dorsey.com, baker.phoebe@dorsey.com
 Correspondent Name: Lile H. Deinard, Esq.
 Address Line 1: 250 Park Avenue - 15th Floor
 Address Line 2: Dorsey & Whitney LLP
 Address Line 4: New York, NEW YORK 10177

NAME OF SUBMITTER:	Lile H. Deinard, Esq.
Signature:	/LHD/
Date:	03/12/2010

Total Attachments: 1

900157018

**TRADEMARK
 REEL: 004166 FRAME: 0973**

OP \$40.00 2822270

ASSIGNMENT OF UNITED STATES TRADEMARKS
AND ACCOMPANYING GOODWILL

This Assignment is made by and between Mutt, Inc., a company organized and existing under the laws of the State of Illinois, having a principal place of business at 4224 Grand Beach Road, New Buffalo, Michigan 49117 ("Assignor") and Wily Russell LLC, a limited liability company organized and existing under the laws of the State of California, having a principal place of business at 1119 Wotkyns Drive, Pasadena, California 91103 ("Assignee").

WHEREAS, Assignor is the owner of the registered trademark listed below:



which trademark was registered on March 16, 2004, and all of the goodwill associated therewith and the business to which the mark pertains; and

WHEREAS, Assignor desires to transfer ownership in the mark, the goodwill associated therewith and the business to which the mark pertains to assignee;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee, effective as of March 12, 2010, the mark referenced above, the goodwill associated therewith and the business to which the mark pertains.

MUTT, INC.

By: [Signature]
Name:
Title: President

Date: March 12, 2010

WILY RUSSELL LLC

By: [Signature]
Name:
Title: President

Date: March 12, 2010