

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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
Seravena Inc.		04/06/2010	CORPORATION: LOUISIANA
RECEIVING PARTY DATA			
Name:	Earthwhile Endeavors Incorporated		
Street Address:	231 9th Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94103		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3538398	PEOPLE TESTED. PET APPROVED.	
CORRESPONDENCE DATA			
Fax Number:	(213)896-2450		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	213-896-2510		
Email:	PTdocketing@hklaw.com		
Correspondent Name:	Richard E. Lyon, Jr.		
Address Line 1:	Holland & Knight LLP		
Address Line 2:	633 West Fifth Street, 21st Floor		
Address Line 4:	LOS ANGELES, CALIFORNIA 90071		
ATTORNEY DOCKET NUMBER:	103260.00005		
NAME OF SUBMITTER:	Richard E. Lyon, Jr.		
Signature:	/Richard E. Lyon, Jr./		
Date:	04/14/2010		

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Total Attachments: 1

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ASSIGNMENT OF TRADEMARK

WHEREAS, Seravena Inc. ("ASSIGNOR"), a Louisiana corporation having its principal place of business at 1727 Applewood Road, Baton Rouge, Louisiana 70808 has adopted and used the trademark PEOPLE TESTED. PET APPROVED. on and in connection with certain pet products and is the owner of U.S. Trademark Registration No. 3,538,398, registered on November 25, 2008 for said trademark; and

WHEREAS, Earthwhile Endeavors Incorporated ("ASSIGNEE"), a California corporation having its principal place of business located at 231 9th Street, San Francisco, California 94103, is desirous of acquiring the aforesaid trademark and United States Trademark Registration No. 3,538,398 therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby transfers and assigns to ASSIGNEE, all right, title and interest in and to the trademark PEOPLE TESTED. PET APPROVED. and U.S. Trademark Registration No. 3,538,398 therefor, together with the goodwill of the business symbolized by said trademark and registration.

Dated: April 6th, 2010



Seravena Inc.
By: Susan Owen
Director

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