

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Arete Consumer Products LLC		09/23/2010	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Comfort Revolution, LLC		
<b>Street Address:</b>	P.O. Box 1290		
<b>City:</b>	Eatontown		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07724		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3490034	HEAVENLY PET PRODUCTS	
Registration Number:	3776032	FRESH FOAM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(908)325-1155		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	908-689-8700		
<b>Email:</b>	mdoherty@dohertyiplaw.com		
<b>Correspondent Name:</b>	Michael J. Doherty		
<b>Address Line 1:</b>	37 Belvidere Avenue		
<b>Address Line 4:</b>	Washington, NEW JERSEY 07882		
<b>ATTORNEY DOCKET NUMBER:</b>	ARETE 003		
<b>NAME OF SUBMITTER:</b>	Michael J. Doherty		
<b>Signature:</b>	/michael j. doherty/		

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 REEL: 004283 FRAME: 0533**

Date:

09/23/2010

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Areté Consumer Products LLC, a Delaware limited liability company (“assignor”), with an address at 47 Poplar Avenue West, Long Branch, NJ 07764, has adopted, used and is using the trademarks referenced in Schedule A attached hereto, which are registered in the United States Patent and Trademark Office;

WHEREAS, Comfort Revolution, LLC, a Delaware Limited Liability Company, (“Assignee”) with an address of P.O. Box 1290, Eatontown, New Jersey 07724, is desirous of acquiring said trademarks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to said trademarks, together with the good will of the business symbolized by the trademarks, and the federal registrations thereof.

ARETÉ CONSUMER PRODUCTS LLC

COMFORT REVOLUTION, LLC



\_\_\_\_\_  
Name: Dimitrios Corodemus

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Name: Dimitrios Corodemus

Title: Managing Member

Title: Executive Vice President

Date: 09/23/2010

Date: 09/23/2010

SCHEDULE A

<u>Trademark</u>	<u>U.S. Trademark Reg. No.</u>	<u>Registration Date</u>
HEAVENLY PET PRODUCTS	3,490,034	August 19, 2008
FRESH FOAM	3,776,032	April 13, 2010