

## 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
Mark Stern		12/11/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Petmatrix LLC		
Street Address:	29 East Ninth Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10003		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3841804	SMARTBONES	
CORRESPONDENCE DATA			
Fax Number:	(248)689-4071		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	248-689-3500		
Email:	permut@reising.com		
Correspondent Name:	Reising Ethington P.C.		
Address Line 1:	755 W. Big Beaver Road		
Address Line 2:	Suite 1850		
Address Line 4:	Troy, MICHIGAN 48084		
ATTORNEY DOCKET NUMBER:	7623.3006.001		
NAME OF SUBMITTER:	Steven L. Permut		
Signature:	/Steven L. Permut/		
Date:	01/05/2011		

TRADEMARK

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Total Attachments: 1

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**ASSIGNMENT OF TRADEMARK REGISTRATION**

WHEREAS, MARK STERN, an individual, whose address is 29 East Ninth Street, New York, New York 10003, is the owner of the U.S. Trademark "SMARTBONES" Registration No.: 3,841,804 dated August 31, 2010, hereinafter referred to as "said mark" and

WHEREAS, PETMATRIX LLC, a New York limited liability company, whose address is 29 East Ninth Street, New York, New York 10003, desires to acquire from MARK STERN all right, title and interest in and to said mark, together with the good will of the business symbolized by the mark along with the above identified registration;

NOW, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said MARK STERN formally and in writing does hereby assign unto the said PETMATRIX LLC all right, title and interest in and to said mark, together with the good will of the business symbolized by the mark, and the above identified registration thereof.

Assignor:

BY:

  
MARK STERN

Date:

12/11/10