

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Conversion

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
S&S Brands, Inc.		01/01/2011	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	S&S Brands, LLC
Street Address:	1007 Orange Street
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19801
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 59

Property Type	Number	Word Mark
Registration Number:	2789516	A WHOLE LOT OF SPECIAL LOVING CARE
Registration Number:	2952342	CARE ONE
Serial Number:	77953895	CAREONE
Registration Number:	2744616	CATCHUM & CHEWUM
Registration Number:	1327305	COMPANION
Registration Number:	1944450	COMPANION
Registration Number:	3856734	COMPANION ESSENTIALS
Registration Number:	2988094	COMPANION ESSENTIALS
Registration Number:	2991652	COMPANION ESSENTIALS
Registration Number:	2869773	COMPANION FOR A HAPPY PET INSIDE AND OUT
Registration Number:	2879634	COMPANION FOR ALL STAGES OF KITTENHOOD.
Registration Number:	2869772	COMPANION FOR EXTREME PET HAPPINESS
Registration Number:	3670220	COMPANION NATURALS
Registration Number:	3030544	COMPANION VITAFUL

CH \$1490.00 2789516

Registration Number:	2999245	COTTONTAILS
Registration Number:	2379640	COTTONTAILS
Registration Number:	2751245	DOGGIE TS
Registration Number:	2803212	DR. BOB
Registration Number:	2744615	FIDO FLIPZ
Registration Number:	3026473	THE GREAT SNACKIN' CRACKER
Registration Number:	2744614	HOT DOGGITY'S
Registration Number:	2958639	HOW TO GET YOUR PARTY COOKIN'!
Registration Number:	2818108	ICEBREAK
Registration Number:	3160752	JAVANA
Registration Number:	2850982	JAVANA
Registration Number:	2832847	KAPOP
Registration Number:	2886572	KEEP ON CRUNCHIN'
Registration Number:	2900867	LOVE THAT THIN WHEAT CRUNCH
Registration Number:	2725757	MAIN STREET
Registration Number:	3265428	MI CASA
Registration Number:	2744572	OPEN WIDE, SAY AHHH!
Registration Number:	2748523	PEANUT BUTTER JUMBLE
Registration Number:	2792671	PRETZELWERKS
Serial Number:	77947049	PURE POWER
Serial Number:	77945952	PURE POWER
Registration Number:	2920095	QUALITY WITH A CARING TOUCH
Registration Number:	2831288	QUIST
Registration Number:	2807853	RALLY
Registration Number:	2725758	RAMP
Registration Number:	2754225	RELAX. RENEW. REVIVE.
Registration Number:	2778794	SELECT CUTS
Registration Number:	3235476	SELECT SLICES
Registration Number:	1784278	SIMPLE-PEEL
Registration Number:	2418411	SIMPLY DRY
Registration Number:	2881692	SO CHEESY & DELICIOUS, THEY'LL BE GONE IN A SNAP
Registration Number:	2933581	STERLING
Registration Number:	2749601	SUNPOP
Registration Number:	2760143	SUNRISE VALLEY
Registration Number:	2725759	TAKE HOLD

Registration Number:	3280902	TAKING SHAPE
Registration Number:	3259547	TAKING STEPS
Registration Number:	2789659	TAT'UMS
Registration Number:	2760076	TOFFEE CRUNCH BLISS
Registration Number:	2869783	TWIST DUNK & ENJOY
Registration Number:	2744613	WACKY WOOFER
Registration Number:	2996067	YOU'LL BE COOKIN' UP A GOOD TIME IN NO TIME!
Registration Number:	2958638	YOU'LL BE COOKIN' UP A GOOD TIME IN NO TIME!
Registration Number:	2695319	YOUR TRUSTED FRIEND
Registration Number:	2754213	ZAZZ

CORRESPONDENCE DATA

Fax Number: (717)260-1641
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 717-232-8000
Email: trademarks@mwn.com
Correspondent Name: Sue Heberlig
Address Line 1: 100 Pine Street
Address Line 4: Harrisburg, PENNSYLVANIA 17108

ATTORNEY DOCKET NUMBER:	20808-0001
NAME OF SUBMITTER:	Sue Heberlig
Signature:	/SueHeb/
Date:	01/11/2011

Total Attachments: 2
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Delaware

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The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "S&S BRANDS, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "S&S BRANDS, INC." TO "S&S BRANDS, LLC.", FILED IN THIS OFFICE ON THE TWENTY-NINTH DAY OF DECEMBER, A.D. 2010, AT 8:02 O'CLOCK P.M.

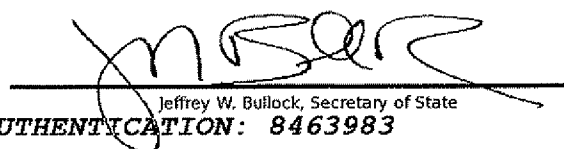
AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE FIRST DAY OF JANUARY, A.D. 2011, AT 5 O'CLOCK P.M.

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You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8463983

DATE: 12-31-10

TRADEMARK
REEL: 004450 FRAME: 0608

STATE of DELAWARE
CERTIFICATE of CONVERSION
FROM A CORPORATION TO A
LIMITED LIABILITY COMPANY PURSUANT TO
SECTION 18-214 OF THE LIMITED LIABILITY COMPANY ACT

- First:** The name of the corporation immediately prior to filing this Certificate is S&S Brands, Inc. (hereinafter the "Corporation").
- Second:** The date the Corporation first formed is the 8th day of October, 1999.
- Third:** The jurisdiction where the Corporation first formed is Delaware.
- Fourth:** The jurisdiction immediately prior to filing this Certificate is Delaware.
- Fifth:** The name of the Limited Liability Company as set forth in the Certificate of Formation is S&S Brands, LLC.
- Sixth:** This Certificate of Conversion has been approved in accordance with the provisions of Section 266 of the General Corporation Law of the State of Delaware.
- Seventh:** The effective date and time of this Certificate of Conversion shall be January 1st, 2011 at 5PM EST.

In Witness Whereof, the undersigned has executed this Certificate of Conversion this 20th day of December, 2010.

By: Gregory A. Stay
Name: Gregory A. Stay
Title: Manager

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