

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
Beef 'n More, Ltd., composed of Beef 'n More Management, LLC, General Partner		01/10/2011	LIMITED PARTNERSHIP: TEXAS
RECEIVING PARTY DATA			
Name:	Merrick Pet Care, Inc.		
Street Address:	101 SE 11th Ave.		
City:	Amarillo		
State/Country:	TEXAS		
Postal Code:	79101		
Entity Type:	CORPORATION: TEXAS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3511823	BEEF 'N MORE BRAND	
Registration Number:	1511992	GARTH MERRICK'S BEEF'N MORE	
CORRESPONDENCE DATA			
Fax Number:	(806)322-1252		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	806-322-1251		
Email:	Chris@ChrisStewartLaw.com		
Correspondent Name:	Christian D. Stewart		
Address Line 1:	301 S. Polk, Suite 700		
Address Line 4:	Amarillo, TEXAS 79101		
ATTORNEY DOCKET NUMBER:	MERRICK		
NAME OF SUBMITTER:	Christian D. Stewart		
Signature:	/Christian D. Stewart/		

OP \$65.00 3511823

Date:

01/11/2011

Total Attachments: 1

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ASSIGNMENT OF TRADEMARKS

This agreement is entered into this 10th day of January, 2011 between Beef 'n More, Ltd. ("Assignor") and Merrick Pet Care, Inc. ("Assignee").

Assignor has adopted and is using the following marks:



(Registration No. 3,511,823)



(Registration No. 1,511,992)

For purposes of this Agreement, the mark shall be referred to as the "Beef 'n More Marks."

Assignee desires to acquire the Beef 'n More Marks, the goodwill associated with the Beef 'n More Marks, and the federal registrations of the Beef 'n More Marks.

For good and valuable consideration, the receipt of which is hereby acknowledged, Assignor assigns all rights, title and interest in and to the Beef 'n More Marks, the goodwill associated with the Beef 'n More Marks, and the federal registrations of the Beef 'n More Marks, to Assignee.

ASSIGNOR:

A handwritten signature in black ink, appearing to read "James L. Witcher, Jr.", written over a horizontal dotted line.

James L. Witcher, Jr., Vice President
Beef 'n More, Ltd.

ASSIGNEE:

A handwritten signature in black ink, appearing to read "James L. Witcher, Jr.", written over a horizontal dotted line.

James L. Witcher, Jr., Vice President
Merrick Pet Care, Inc.