

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
McALLISTER SOFTWARE SYSTEMS, INC.		12/31/2010	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	McALLISTER SOFTWARE SYSTEMS, LLC		
Street Address:	#5 Sugar Creek Road		
City:	Piedmont		
State/Country:	MISSOURI		
Postal Code:	63957		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77963555	PETWISE	
CORRESPONDENCE DATA			
Fax Number:	(314)345-5493		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	hly@greensfelder.com		
Correspondent Name:	Harvey L. Yusman		
Address Line 1:	10 S. Broadway		
Address Line 2:	Suite 2000		
Address Line 4:	St. Louis, MISSOURI 63102		
NAME OF SUBMITTER:	Harvey L. Yusman		
Signature:	/Harvey L Yusman/		
Date:	01/14/2011		
Total Attachments: 1			

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**TRADEMARK
 REEL: 004453 FRAME: 0291**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNOR: McALLISTER SOFTWARE SYSTEMS, INC.

ASSIGNEE: McALLISTER SOFTWARE SYSTEMS, LLC

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made and entered into as of the 31st day of December, 2010, by and between McALLISTER SOFTWARE SYSTEMS, INC., a Missouri corporation with an office located at #5 Sugar Creek Road, Piedmont, Missouri 63957 ("Assignor"), and McALLISTER SOFTWARE SYSTEMS, LLC, a Delaware limited liability company with an office located at #5 Sugar Creek Road, Piedmont, Missouri 63957 ("Assignee").

WITNESSETH:

WHEREAS, Assignor has adopted the following trademark (the "Trademark") and is the owner of the application (the "Application") filed in the United States Patent and Trademark Office:

Trademark:	PETWISE
U.S. Application Serial No.:	77/963,555
Filing Date:	March 19, 2010

WHEREAS, Assignor desires to transfer and assign to Assignee all of Assignor's right, title and interest in and to the Trademark, the Application and the registration which may issue thereon (the "Contemplated Registration") together with the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, along with the right to sue and recover damages and profits for past infringements thereof; and

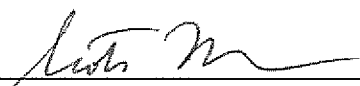
WHEREAS, Assignee desires to acquire from Assignor all of Assignor's right, title and interest in and to the Trademark, the Application and the Contemplated Registration, together with the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, along with the right to sue and recover damages and profits for past infringements thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee, its successors and assigns, Assignor's entire right, title and interest in and to the Trademark, the Application and the Contemplated Registration, together with all of the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, along with the right to sue and recover damages and profits for past infringements thereof.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed as of the day and year first above written.

ASSIGNOR:

McALLISTER SOFTWARE SYSTEMS, INC.

By: 
Name: W. Scott McAllister
Title: President