

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
FAT CAT, INC.		01/21/2011	CORPORATION: VERMONT

**RECEIVING PARTY DATA**

<b>Name:</b>	DOSKOCIL MANUFACTURING COMPANY, INC.
<b>Street Address:</b>	4209 Barnett
<b>City:</b>	Arlington
<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	76017
<b>Entity Type:</b>	CORPORATION: TEXAS

**PROPERTY NUMBERS Total: 36**

Property Type	Number	Word Mark
Registration Number:	2958042	APPETEASERS
Registration Number:	3057672	AWFUL MAD KITTY
Registration Number:	2979424	BIG MAMA'S SCRATCH-O'-RAMA
Registration Number:	3035304	BIG MAMA'S SCRATCHY BOX
Registration Number:	2908761	BIG MEAN KITTY
Registration Number:	3301367	BOOGIE MAT
Registration Number:	3122036	CATNIP COUTURE
Registration Number:	3162787	CRACKLE FACTOR
Registration Number:	2284085	CRACKLER
Registration Number:	2228741	DANCING DOG
Registration Number:	2391966	DOGGY HOOTS
Registration Number:	2961451	DOOFUS DOGS
Registration Number:	2733115	EEEEKS
Registration Number:	2820149	FAT CAT

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Registration Number:	3169363	FAT CAT
Registration Number:	2033808	FAT CAT
Registration Number:	3296292	FLEECY MCGEES
Registration Number:	3015527	FLOPPABILITY
Registration Number:	3210722	FLUFF CHICKS
Registration Number:	2928341	GOOFBALLS
Registration Number:	3029613	GRUNTLEYS
Registration Number:	2952181	HEEBIE JEEBIES
Registration Number:	2387877	HURL A SQUIRREL
Registration Number:	2859995	INCREDIBLE STRAPPING YANKERS
Registration Number:	2733180	KITTEN LITTLE
Registration Number:	1792750	KITTY HOOTS
Registration Number:	3165355	OKEY DOKEY POKEY
Registration Number:	2486099	PUTTI CATS
Registration Number:	3118359	RATATEENIES
Registration Number:	3151919	SNACKLERS
Registration Number:	2595702	TAIL CHASER
Registration Number:	3142894	TERRIBLE NASTY SCARIES
Registration Number:	2946221	WE MAKE PEOPLE & PETS LAUGH!
Registration Number:	3253365	WEE DOGGIES
Registration Number:	2489116	ZOOM AROUND THE ROOM
Registration Number:	3057673	DIRTY ROTTEN KITTY

**CORRESPONDENCE DATA**

Fax Number: (312)207-6400  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 312-207-1000  
Email: ipdocket-chi@reedsmith.com  
Correspondent Name: Jacob Thride  
Address Line 1: 10 South Wacker Drive  
Address Line 2: Reed Smith, LLP  
Address Line 4: Chicago, ILLINOIS 60606

NAME OF SUBMITTER:	Jacob Thride
Signature:	/Jacob Thride/
Date:	02/08/2011

**Total Attachments: 4**

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**ASSIGNMENT OF UNITED STATES TRADEMARKS**

WHEREAS, **FAT CAT, INC.**, a Vermont corporation, and having a place of business located at 16689 Schoenborn St., North Hills, CA 91343 (hereinafter "**ASSIGNOR**"), owns rights in the United States trademarks, and the registrations and applications therefor, described on the attached **Exhibit A** (hereinafter the "**Marks**");

AND, WHEREAS, **DOSKOCIL MANUFACTURING COMPANY, INC.**, a Texas corporation, and having a place of business located at 4209 Barnett, Arlington, Texas 76017 (hereinafter "**ASSIGNEE**"), is desirous of acquiring the rights in **ASSIGNOR**'s Marks; and

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) or the equivalent thereof, and other good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, **ASSIGNOR** does hereby sell, assign and transfer unto said **ASSIGNEE**, its successors, assigns and legal representatives, its entire right, title and interest (in and throughout the United States of America, including its territories and dependencies) in the Marks, together with the goodwill of the business symbolized by the Marks, that portion of **ASSIGNOR**'s business to which the Mark pertains (which is ongoing and existing), and any causes of action for any future (but not past) infringement of the Marks.

[Signature Page to Follow]

IN WITNESS WHEREOF, the undersigned parties have caused their duly authorized officers to execute this Trademarks Assignment Agreement as of the date set forth below.

**DOSKOCIL MANUFACTURING COMPANY, INC.**

4/24/11  
Date

By:   
Name: B. Joseph Messner  
Title: Chief Executive Officer

**FAT CAT, INC.**

\_\_\_\_\_  
Date

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

IN WITNESS WHEREOF, the undersigned parties have caused their duly authorized officers to execute this Trademark Assignment Agreement as of the date set forth below.


**DOSKOCIL MANUFACTURING COMPANY, INC.**

\_\_\_\_\_  
Date

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**FAT CAT, INC.**

\_\_\_\_\_  
Date 1/21/2011

By:   
Name: Steven B. Dunn  
Title: President

**EXHIBIT A**

<b>Trademark</b>	<b>Registration No.</b>
Appeteasers	2,958,042
Awful Mad Kitty	3,057,672
Big Mama's Scratch-O'-Rama	2,979,424
Big Mama's Scratchy Box	3,035,304
Big Mean Kitty	2,908,761
Boggie Mat	3,301,367
Catnip Couture	3,122,036
Crackle Factor	3,162,787
Crackler	2,284,085
Dancing Dog	2,228,741
Doggy Hoots	2,391,966
Doofus Dogs	2,961,451
Eeeks	2,733,115
Fat Cat	2,820,149
Fat Cat	3,169,363
Fat Cat	2,033,808
Fleecy McGees	3,296,292
Floppability	3,015,527
Fluff Chicks	3,210,722
Goofballs	2,928,341
Gruntleys	3,029,613
Heebie Jebies	2,952,181
Hurl A Squirrel	2,387,877
Incredible Strapping Yankers	2,859,995
Kitten Little	2,733,180
Kitty Hoots	1,792,750
Okey Dokey Pokey	3,165,355
Putti Cats	2,486,099
Ratateenies	3,118,359
Snacklers	3,151,919
Tail Chaser	2,595,702
Terrible Nasty Scaries	3,142,894
We Make People & Pets Laugh!	2,946,221
Wee Doggies	3,253,365
Zoom Around the Room	2,489,116
Dirty Rotten Kitty	3,057,673