

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
Susan B. Bucenell		08/04/2011	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	7-Eleven, Inc.		
Street Address:	1722 Routh Street Suite 1000		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75201		
Entity Type:	CORPORATION: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78916143	HEALTHY GULP	
CORRESPONDENCE DATA			
Fax Number:	(312)832-4700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-832-4500		
Email:	dcopland@foley.com,jolsen@foley.com		
Correspondent Name:	David A. Copland		
Address Line 1:	321 North Clark Street		
Address Line 4:	Chicago, ILLINOIS 60654		
ATTORNEY DOCKET NUMBER:	198890-0135		
NAME OF SUBMITTER:	David A. Copland		
Signature:	/David A. Copland/		
Date:	08/10/2011		
Total Attachments: 1 source=signed assignment#page1.tif			

OP \$40.00 78916143

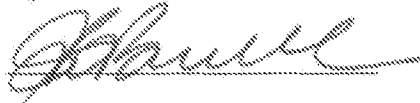
TRADEMARK ASSIGNMENT

WHEREAS, Susan B. Bucenell, an individual and citizen of the United States of America, with a mailing address of 30623 Bittsbury Court, Wesley Chapel, Florida 33543, ("Assignor"), is the owner of the mark HEALTHY GULP for pet beverages, namely vitamin, mineral, and supplement enriched flavored and plain purified bottled water for cats and dogs, including United States Trademark Application No. 78/916,143; and

WHEREAS, 7-Eleven, Inc. ("7-Eleven"), a Texas corporation with its principal place of business at One Arts Plaza, 1722 Routh Street, Dallas, Texas 75201, ("Assignee"), is desirous of acquiring all of Assignor's right, title and interest in and to the mark HEALTHY GULP.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, all of Assignor's right, title and interest in and to the mark HEALTHY GULP, including United States Trademark Application No. 78/916,143, and any resulting registration, for "pet beverages, namely vitamin, mineral, and supplement enriched flavored and plain purified bottled water for cats and dogs," as well as any other goods and services for which she has used the mark, together with the goodwill symbolized by that mark for those goods and services.

By: SUSAN B. BUCENELL



Dated: 8/4/2011