

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
Dover Saddlery, Inc.		10/12/2011	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	HORSEPHARM.COM, LLC		
Street Address:	140 Venture Court		
City:	Lexington		
State/Country:	KENTUCKY		
Postal Code:	40511		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3869725	HORSEPHARM	
CORRESPONDENCE DATA			
Fax Number:	(978)453-8887		
Phone:	978-452-1971		
Email:	patlaw@pearson-pearson.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Pearson & Pearson, LLP		
Address Line 1:	10 George Street		
Address Line 4:	Lowell, MASSACHUSETTS 01852		
ATTORNEY DOCKET NUMBER:	DOVER-35465		
NAME OF SUBMITTER:	Daniel J. Mansur		
Signature:	/Daniel J. Mansur/		

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Date:

10/18/2011

Total Attachments: 6

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ASSIGNMENT

WHEREAS, Dover Saddlery, Inc., a Massachusetts Corporation located and doing business at 525 Great Road(hereinafter referred to as the Assignor) is the sole full, and exclusive owner of the entire right, title and interest in and to the trademark, including the goodwill accompanying the said trademark listed on Annex A, attached hereto (hereinafter sometimes referred to as the Mark).

WHEREAS, HORSEPHARM.COM, LLC, a limited liability company located at 140 Venture Court, Lexington, Kentucky 40511(hereinafter sometimes referred to as the Assignee) is desirous of acquiring the entire right, title and interest in and to the trademark listed on Annex A.

NOW, THEREFORE, in consideration of Ten (\$10.00) Dollars, the receipt of which is hereby acknowledged, and other good and valuable consideration, Assignor has sold, assigned and transferred and by these presents does irrevocably and in perpetuity sell, assign and transfer unto the Assignee, its successors and assigns, the full and exclusive right, title and interest in and to the trademark listed on Annex A, together with (a) the current registrations and any renewals or extensions thereto; (b) the goodwill of the business symbolized by and

associated with the Mark and the registrations thereof; and (c) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Mark or the registrations thereof or such associated goodwill

Assignor hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale;

Assignor hereby authorizes and requests the Patent and Trademark Officials in the United States of America and any and all foreign countries to issue any registrations when granted to **Assignee**, as the assignee of **Assignor's** entire right, title and interest in and to the same for the sole use and behoof of **Assignee**, its successors and assigns, to the full end of the term for which any of said registrations may be granted as fully and entirely as the same would have been held by **Assignor** had this assignment and sale not been made;

Further, **Assignor** agrees to communicate to **Assignee**, or its representatives any facts known to **Assignor** respecting said trademark or the works listed to testify in any legal proceeding, to sign all lawful papers, to make all rightful oaths and generally to do everything possible to aid the **Assignee**, its successors and assigns to obtain and enforce proper protection for said mark and works listed in the United States of America

and in any and all foreign countries without further compensation, but at the expense of **Assignee**, its successors, assigns or other legal representatives; and

Assignor hereby appoints the Secretary or any other officer of the **Assignee** as **Assignor's** attorney-in-fact and agent to execute all documents required or appropriate to perfect or enforce all rights assigned under this Assignment and further authorizes **Assignor's** attorney and attorneys and the attorney and attorneys for **Assignee** to register this assignment in any and all countries.

In testimony whereof, the Assignor has caused these presents to be signed by the officer thereunto duly authorized and its Corporate Seal to be hereto affixed.

DOVER SADDLERY, INC.

By: 

STEPHEN L. DAY, President

COMMONWEALTH OF MASSACHUSETTS)
) SS:
 County of Middlesex)

October

On this the 12th day of ~~August~~, 2011, before me, the undersigned officer, personally appeared Stephen L. Day, who acknowledged himself to be the President of Dover Saddlery, Inc., Assignor Corporation, and that he, as such President, being authorized to so do, executed the foregoing instrument for the purposes therein contained, by signing the name of the Corporation by himself as President.

Diane E Cooper

NOTARY PUBLIC
 My Commission Expires: _____

(Notarial Seal)



ANNEX A

MARK

REG NO.

HORSEPHARM

3,869,725

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PEARSON & PEARSON, LLP
PATENT ATTORNEYS
GATEWAY CENTER
10 GEORGE STREET
LOWELL, MA 01852
978.452.1971

United States of America

United States Patent and Trademark Office

HORSEPHARM

Reg. No. 3,869,725

Registered Nov. 2, 2010

Int. Cl.: 44

SERVICE MARK

PRINCIPAL REGISTER

DOVER SADDLERY, INC. (MASSACHUSETTS CORPORATION)
525 GREAT ROAD
LITTLETON, MA 01460

FOR: RETAIL VETERINARY PHARMACY SERVICES, NAMELY, PROVIDING MEDICATION, DRUGS AND VETERINARY SUPPLIES VIA THE INTERNET, MAIL AND IN STORE, IN CLASS 44 (U.S. CLS. 100 AND 101)

FIRST USE 5-10-2010, IN COMMERCE 5-10-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-959,989, FILED 3-16-2010.

THEODORE MCBRIDE, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office