

**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	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Mars Petcare US, Inc.		01/18/2012	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Nutro Company		
<b>Street Address:</b>	1550 W. McEwen Drive		
<b>City:</b>	Franklin		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	37067		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3330768	SMART BITES	
<b>Registration Number:</b>	3119320	DAILY SMART BITES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)857-6395		
<b>Email:</b>	berryman.jimeelah@arentfox.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	Cristina A. Carvalho		
<b>Address Line 1:</b>	Arent Fox LLP		
<b>Address Line 2:</b>	1050 Connecticut Avenue, NW		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20036-5339		
<b>ATTORNEY DOCKET NUMBER:</b>	SMART BITES & DAILY SMART		
<b>NAME OF SUBMITTER:</b>	Loni J. Sherwin		
<b>Signature:</b>	/Loni J. Sherwin/		

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**TRADEMARK**  
 REEL: 004701 FRAME: 0056

Date:

01/19/2012

**Total Attachments: 2**

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## TRADEMARK ASSIGNMENT

WHEREAS, Mars Petcare US, Inc. ("Assignor") of 315 Cool Springs Boulevard, Franklin, Tennessee 37067, United States, a corporation organized and existing under the laws of the State of Delaware, owns all right, title, and interest in and to the marks listed in Exhibit 1 (the "Marks"), and has registered the Marks in the United States Patent and Trademark Office; and

WHEREAS, The Nutro Company ("Assignee") of 1550 W. McEwen Drive, Franklin, Tennessee 37067, United States, a corporation organized and existing under the laws of the State of California, seeks to acquire all right, title, and interest in and to the Marks and the registrations for the Marks, together with the goodwill of the business symbolized by the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee all right, title, and interest in and to the Marks and the registrations for the Marks, together with the goodwill of the business symbolized by the Marks.

MARS PETCARE US, INC.

By: 

Name: Fernanda Magalhães

Title: Marketing Properties Manager -  
Americas

Date: January 18, 2012

**EXHIBIT 1**

**Marks**

<b><i>Mark</i></b>	<b><i>U.S. Registration No.</i></b>	<b><i>Registration Date</i></b>
SMART BITES	3330768	November 6, 2007
DAILY SMART BITES	3119320	July 25, 2006