

**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
Dogologie, LLC		10/13/2011	LIMITED LIABILITY COMPANY: TEXAS
RECEIVING PARTY DATA			
Name:	A Matter of Time, Inc.		
Street Address:	2768 Indian Wells Dr.		
City:	Kernville		
State/Country:	TEXAS		
Postal Code:	78028		
Entity Type:	CORPORATION: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2947672	DOGOLOGIE	
CORRESPONDENCE DATA			
Fax Number:	(830)997-0110		
Phone:	830-997-4315		
Email:	mbeall@austin.r.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:	Mark H. Beall		
Address Line 1:	P.O. Box 1275		
Address Line 4:	Fredericksburg, TEXAS 78624		
NAME OF SUBMITTER:	Mark H. Beall		
Signature:	/Mark H. Beall/		
Date:	01/27/2012		
Total Attachments: 2 source=TrademarkAssignment#page1.tif source=TrademarkAssignment#page2.tif			

OP \$40.00 2947672

## TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is dated effective October 13, 2011, is made and entered into by and between **Dogologie, LLC** (collectively, "Assignor") and **A Matter of Time, Inc.** ("Assignee") and is to witness the following:

WHEREAS, Assignor and Assignee entered into that certain Offer to Purchase Dated September 19, 2011 ("Purchase Agreement");

WHEREAS, pursuant to the Purchase Agreement, Assignor assigned to Assignee certain intellectual property rights, including without limitation, the following mark (the "Mark"):

**"Dogologie", Typed Drawing, Registration Number 2947672,  
Registration Date May 10, 2005.**

WHEREAS, in order to further evidence the assignment of the Mark, Assignor and Assignee desire to enter into this Assignment;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged and confessed, Assignor and Assignee hereby agree as follows:

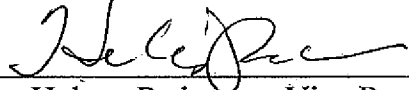
1. Assignor hereby transfers and assigns to Assignee all of Assignor's right, title and interest in and to the Mark, together with all goodwill and other rights related thereto, such transfer and assignment to include, without limitation, all registrations of and registration rights with respect to the Mark, and all rights to prepare and create derivatives of the Mark.
2. Assignor hereby agrees that, from time to time, and without further consideration, Assignor will execute and deliver to Assignee such other and further instruments of conveyance, assignment and transfer, and take such other actions, as Assignee may reasonably require to more effectively convey, transfer, and assign the Mark to Assignee; including, without limitation, any and all instruments required to be filed with the U.S. Patent and Trademark Office.
3. This Agreement shall be binding upon and shall inure to the benefit of the parties hereto and their respective heirs, successors and assigns.
4. This Agreement is being executed and delivered, and is intended to be performed, in Gillespie County, Texas, and Texas law shall govern the validity,

construction, enforcement and interpretation of this Agreement unless otherwise specified herein.

In Witness Whereof, the parties hereto have duly executed this Agreement as of the day and year first above written.

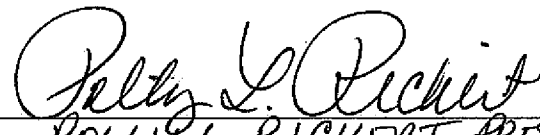
Assignor:

Dogologie, LLC

By:   
Helana Pedregon, Vice President

Assignee:

A Matter of Time, Inc.

By:   
POLLY L. RICKERT, PRESIDENT  
Printed Name and Title