

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
QPG Sherpa, LLC		03/19/2012	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA	
Name:	Quaker Pet Group, LLC
Street Address:	424 West 33rd Street
Internal Address:	Suite LL10
City:	New York
State/Country:	NEW YORK
Postal Code:	10001
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 10		
Property Type	Number	Word Mark
Serial Number:	77961446	FOX & HOUNDS
Serial Number:	77961460	FOX & HOUNDS
Serial Number:	77961468	FOX & HOUNDS
Serial Number:	85011612	CAT CLUB
Serial Number:	85011639	CAT CLUB
Serial Number:	85011704	CAT CLUB
Serial Number:	85170087	CHEW TUFF TECHNOLOGY
Serial Number:	85170097	CHEW TUFF TECHNOLOGY
Serial Number:	85170017	CHEW TUFF
Serial Number:	85170044	CHEW TUFF

CORRESPONDENCE DATA	
Fax Number:	(212)798-6915

CH \$265.00 77961446

Phone: 212-326-0831
Email: jalbrink@pryorcashman.com, tlee@pryorcashman.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Correspondent Name: Teresa Lee
Address Line 1: 7 Times Square c/o Pryor Cashman LLP
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	17008.00001
NAME OF SUBMITTER:	Teresa Lee
Signature:	/tlee/
Date:	03/22/2012

Total Attachments: 3
source=Assign QPG Sherpa - Quaker Pet Group#page1.tif
source=Assign QPG Sherpa - Quaker Pet Group#page2.tif
source=Assign QPG Sherpa - Quaker Pet Group#page3.tif

ASSIGNMENT OF TRADEMARK

This Assignment is made and entered into effective as of March 19, 2012 by and between QPG Sherpa, LLC, a limited liability company organized under the laws of the state of Delaware, with an office at 424 West 33rd Street, Suite LL10, New York, NY 10001 (hereinafter the "ASSIGNOR") on the one hand, and Quaker Pet Group, LLC, a limited liability company organized under the laws of the state of Delaware, with an office at 424 West 33rd Street, Suite LL10, New York, NY 10001 (hereinafter the "ASSIGNEE"), on the other hand;

WHEREAS, ASSIGNOR owns the trademark applications (hereinafter the "Applications") for the marks (hereinafter the "Marks") set forth on Schedule A attached hereto (the Marks and the Applications are hereinafter collectively referred to as the "Property");

WHEREAS, ASSIGNEE wishes to acquire from ASSIGNOR all of its right, title and interest in, to and under such Property;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns, transfers and conveys to ASSIGNEE, its successors, assigns and legal representatives forever, ASSIGNOR's entire right, title and interest in and to such Property throughout the world, together with that part of the goodwill of ASSIGNOR's business connected with the use thereof and symbolized thereby, and any and all of ASSIGNOR's other rights, privileges and priorities provided under the United States, state or foreign law with respect to the Property including without limitation ASSIGNOR's common law rights and rights under the laws of unfair competition (hereinafter the "Transferred Rights") and any and all of

ASSIGNOR's rights to obtain renewals, reissues, and extensions for such Property upon registration of such Marks or other legal protections pertaining to the Transferred Rights.

ASSIGNOR:

QPG SHERPA, LLC

By: Neil Werde
Neil Werde
President

ASSIGNEE:

QUAKER PET GROUP, LLC

By: Neil Werde
Neil Werde
President