

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
Blue Buffalo Company, Ltd.		06/01/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Sierra Pet Products, LLC		
Street Address:	11 River Road		
City:	Wilton		
State/Country:	CONNECTICUT		
Postal Code:	06897		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3462041	HARMONY FARMS	
Registration Number:	3461924	HARMONY FARMS	
CORRESPONDENCE DATA			
Fax Number:	2032591070		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2032597900		
Email:	jferdinand@jeffers-law.com		
Correspondent Name:	Edmund J. Ferdinand, III		
Address Line 1:	c/o Jeffers Cowherd 55 Walls Drive		
Address Line 4:	Fairfield, CONNECTICUT 06824		
NAME OF SUBMITTER:	Edmund J. Ferdinand, III		
Signature:	/ejf/		
Date:	06/25/2012		
Total Attachments: 2 source=Assignment Harmony to Sierra#page1.tif source=Assignment Harmony to Sierra#page2.tif			

OP \$65.00 3462041

TRADEMARK ASSIGNMENT

AGREEMENT made as of June 1, 2012 (the "Effective Date") by and between BLUE BUFFALO COMPANY, LTD., having its principal place of business at 11 River Road, Wilton, Connecticut 06897 ("Assignor") and SIERRA PET PRODUCTS, LLC, having its principal place of business at 11 River Road, Wilton, Connecticut 06897 ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of certain trademarks used in the manufacture, advertising, marketing and sales of pet products under the Harmony Farms brand, including the trademarks and the registrations and application therefore identified in Schedule A (the "Trademarks"), and further is the sole and exclusive owner of all common law trademark rights and business goodwill associated therewith; and

WHEREAS, Assignee desires to acquire Assignor's entire worldwide right, title, and interest in and to the Trademarks and all business goodwill associated therewith:

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that in consideration of the payment by Assignee to Assignor of the sum of one dollar (\$1.00) and other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers unto Assignee its entire worldwide right, title and interest in and to the Trademarks, and the business goodwill associated therewith, including, without limitation, all renewals therefore, all proceeds therefrom (including, but not limited to, all license royalties and proceeds of infringement suits), the right to sue for past, present, and future infringements, and the goodwill of the business associated with and symbolized by the Trademarks.

IN WITNESS WHEREOF, this Assignment has been duly executed on the day and year first above written.

BLUE BUFFALO COMPANY,
LTD.

BY: 

Richard MacLean

TITLE: VP Business Affairs

DATE: June 1, 2012

SCHEDULE A

<u>TRADEMARK</u>	<u>TERRITORY</u>	<u>SERIAL NO.</u>	<u>REG. NO.</u>
HARMONY FARMS (Stylized)	USA	77/338,793	3,462,041
HARMONY FARMS	USA	77/331,442	3,461,924
HARMONY FARMS	Canada	1,575,100	Pending