

## 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
Retail Success Services, LLC		09/19/2012	LIMITED LIABILITY COMPANY: WASHINGTON
RECEIVING PARTY DATA			
Name:	Animal Supply Company, LLC		
Street Address:	32001 32nd Avenue South, Suite 420		
City:	Federal Way		
State/Country:	WASHINGTON		
Postal Code:	98001		
Entity Type:	LIMITED LIABILITY COMPANY: WASHINGTON		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	3915390	INTEGRITY	
Registration Number:	4000408	INTEGRITY	
Registration Number:	3915391	INTEGRITY PET PRODUCTS	
Registration Number:	4000407	INTEGRITY PET PRODUCTS	
Registration Number:	3273808	NATURE'S CAFE	
Registration Number:	3710719	PET SUPPLY LINK	
Registration Number:	3707188	PET SUPPLY LINK	
CORRESPONDENCE DATA			
Fax Number:	9163294900		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	916-447-9200		
Email:	lpartmann@orrick.com		
Correspondent Name:	Stacy E Don		
Address Line 1:	2050 Main Street, Suite 1100		

Address Line 2: Orrick, Herrington & Sutcliffe LLP  
Address Line 4: Irvine, CALIFORNIA 92614

ATTORNEY DOCKET NUMBER:	16755.6000
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NAME OF SUBMITTER:	Stacy E. Don
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Signature:	/Stacy E. Don/
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Date:	09/22/2012
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**TRADEMARK ASSIGNMENT AGREEMENT**

This Trademark Assignment Agreement, dated as of September 19<sup>th</sup>, 2012 by and between Retail Success Services, LLC, a Washington limited liability company with an address of 32001 32<sup>nd</sup> Avenue South, Suite 420, Federal Way, Washington 98001 ("Assignor") and Animal Supply Company, LLC, a Washington limited liability company with an address of 32001 32<sup>nd</sup> Avenue South, Suite 420, Federal Way, Washington 98001 ("Assignee");

WHEREAS, Assignor owns the trademarks/service marks filed with the United States Patent & Trademark Office as set forth on Exhibit A, and all similar or related names, marks and logos (the "Marks");

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

1. Assignor hereby conveys, transfers and assigns to Assignee: all right, title and interest in and to the Marks, together with the registrations for the Marks; the goodwill of the business symbolized by the Marks, and all rights of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs and fees associated therewith.

2. Assignor hereby agrees to execute all such documents as may be required to transfer and, when applicable, to record the transfer of the Marks.

IN WITNESS WHEREOF, this Trademark Assignment Agreement has been duly executed and delivered as of the date first written above.

ASSIGNOR

RETAIL SUCCESS SERVICES, LLC

By: 

Name: Jeff Sutherland

Title: President

ASSIGNEE

ANIMAL SUPPLY COMPANY, LLC

By: 

Name: Jeff Sutherland

Title: President

**SCHEDULE A**

**U.S. Patent & Trademark Office**

<b>Title</b>	<b>Official No.</b>	<b>Application Date</b>	<b>Registration Date</b>	<b>Case Status</b>
INTEGRITY	3915390	Oct-13-2006	Feb-08-2011	Registered
INTEGRITY	4000408	Oct-13-2006	Jul-26-2011	Registered
INTEGRITY PET PRODUCTS	3915391	Oct-13-2006	Feb-08-2011	Registered
INTEGRITY PET PRODUCTS	4000407	Oct-13-2006	Jul-26-2011	Registered
NATURE'S CAFÉ	3273808	Oct-13-2006	Aug-07-2007	Registered
PET SUPPLY LINK	3710719	Apr-03-2009	Nov-10-2009	Registered
PET SUPPLY LINK	3707188	Apr-03-2009	Nov-03-2009	Registered