

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Performance Horse Nutrition, LLC		12/19/2012	LIMITED LIABILITY COMPANY: IDAHO

RECEIVING PARTY DATA

Name:	Milk Specialties Company
Doing Business As:	Milk Specialties Global
Street Address:	7500 Flying Cloud Drive
Internal Address:	Suite 500
City:	Eden Prairie
State/Country:	MINNESOTA
Postal Code:	55344
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	3043653	COOL CALORIES 100
Registration Number:	3072534	COOL CALORIES
Registration Number:	3299263	HOOF AID

CORRESPONDENCE DATA

Fax Number: 6128365599
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 612-836-5500
 Email: mburke@hallelanhabicht.com
 Correspondent Name: Ronald Peterson
 Address Line 1: 33 South Sixth Street
 Address Line 2: Suite 3900
 Address Line 4: Minneapolis, MINNESOTA 55402

OP \$90.00 3043653

ATTORNEY DOCKET NUMBER:	20426-0018
NAME OF SUBMITTER:	Ronald B. Peterson
Signature:	//hh-rbp//
Date:	12/26/2012
Total Attachments: 1 source=MSG Assign Trademarks2#page1.tif	

ASSIGNMENT OF TRADEMARKS

WHEREAS, Performance Horse Nutrition, LLC, a limited liability company of Idaho, with its principal place of business located at 967 Haas Road, Weiser Idaho 83672 has adopted and used trademarks registered in the United States Patent and Trademark Office or in use as common law marks, as follows:

<u>Registration No.</u>	<u>Registration Date</u>	<u>Mark</u>
3,043,653	January 17, 2006	COOL CALORIES 100
3,072,534	March 28, 2006	COOL CALORIES
3,299,263	September 25, 2007	HOOF AID
		FARRIER'S AID

WHEREAS, Milk Specialties Company dba Milk Specialties Global, a corporation of Delaware, with its principal place of business located at 7500 Flying Cloud Drive, Suite 500, Eden Prairie, Minnesota, is desirous of acquiring said trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Performance Horse Nutrition, LLC, a limited liability company of Idaho, did and hereby does assign to Milk Specialties Company dba Milk Specialties Global, a Delaware corporation, all right, title and interest in and to the said trademarks, together with the goodwill of the business symbolized by the trademarks and the above registrations.

By: 

Dr. Stephen Duren, President

Date: December 19, 2012