

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
Skema, Inc.		12/31/2012	CORPORATION: GEORGIA
RECEIVING PARTY DATA			
Name:	Zoe Lancaster		
Street Address:	914 N. Highland Avenue, NE		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30306		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3112606	BARKOLOGY	
Registration Number:	3518386	BARKOLOGY	
Registration Number:	3209102	BARKOLOGY	
Registration Number:	3308968	SLEEPS WITH DOGS	
CORRESPONDENCE DATA			
Fax Number:	4044200805		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	404-572-6913		
Email:	trademarks@pogolaw.com		
Correspondent Name:	Damon Whitaker/Bryan Cave LLP		
Address Line 1:	1201 West Peachtree Street, NW, 14th Fl.		
Address Line 4:	Atlanta, GEORGIA 30309-3488		
ATTORNEY DOCKET NUMBER:	C148623.0287906		
NAME OF SUBMITTER:	Damon J. Whitaker		

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Signature:	/Damon J. Whitaker/
Date:	01/04/2013
Total Attachments: 3 source=signed assignment Skema#page1.tif source=signed assignment Skema#page2.tif source=signed assignment Skema#page3.tif	

ASSIGNMENT OF TRADEMARKS AND REGISTRATIONS

This Assignment is made effective as of the 31st day of December, 2012.

WHEREAS Skema, Inc., a corporation of the State of Georgia, having an address at P.O. Box 8598, Atlanta, Georgia 31106 (hereinafter "Assignor"), has adopted and is using or has used, or has an interest in, trademarks and/or service marks (collectively "Marks") for which one or more applications have been filed and/or for which one or more registrations have been issued in the United States Patent & Trademark Office, as shown by Exhibit A attached hereto; and

WHEREAS Zoë Lancaster, an individual, having an address at 914 N. Highland Avenue, NE, Atlanta, Georgia 30306 (hereinafter "Assignee"), is desirous of acquiring said Marks and the applications and registrations therefor, including the goodwill of the business symbolized by the marks;

NOW THEREFORE, for ten dollars (US\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, sell, and transfer unto Assignee all right, title and interest in the Marks shown in Exhibit A, including the applications and registrations shown therein, all priorities, rights or registrations resulting therefrom, all applications and registrations claiming priority thereto, and all licenses or other agreements related thereto, together and with the goodwill of the business symbolized by the marks, and any and all rights and causes of action, including the right to sue, to recover and to retain past, present, or future damages, royalties, fees, profits, or to obtain other relief, including equitable or injunctive relief, to which Assignor is or would have been entitled had this Assignment not been made, arising from infringement of the Marks by a third party, including any infringement of the Marks which may have occurred before the date of this Assignment; and

Assignor agrees, for itself and its successors, with said Assignee and its successors and assigns, to hereafter execute all applications, amended applications and descriptions, assignments, deeds or other instruments, and to do all acts necessary or proper to secure the grant and transfer of such applications and registrations for the Marks, and the renewals thereof, in the United States, to Assignee, and to vest and confirm in Assignee, its successors and assigns, the legal title to all such applications, registrations, and Marks, in such form as may reasonably be needed.

The undersigned represents and warrants that he or she has full requisite authority to execute this Assignment on behalf of Assignor and to obligate Assignor to its terms.

Skema, Inc., ASSIGNOR

By: Joe Lancaster
(signature)

Joe Lancaster, President
(typed or printed name; and title or position)

EXHIBIT A

U.S. MARKS

<u>Mark</u>	<u>App. No.</u>	<u>Reg. No.</u>
BARKOLOGY	78/309,492	3,112,606
BARKOLOGY	78/871,774	3,518,386
BARKOLOGY	78/871,771	3,209,102
SLEEPS WITH DOGS	78/733,557	3,308,968