

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Stella & Chewy's LLC		08/22/2013	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Park Bank
Street Address:	14870 West Greenfield Avenue
City:	Brookfield
State/Country:	WISCONSIN
Postal Code:	53005
Entity Type:	Bank: WISCONSIN

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Serial Number:	85659267	NUTRITION THE WAY NATURE INTENDED
Serial Number:	85575041	THE ULTIMATE ADD-ON
Registration Number:	3408555	STELLA & CHEWY'S
Registration Number:	3404944	CARNIVORE CRUNCH
Registration Number:	3414286	CARNIVORE KISSES
Registration Number:	3706089	DUCK DUCK GOOSE
Registration Number:	3720868	
Registration Number:	3908477	SECUREBYNATURE
Registration Number:	4125986	SECUREBYNATURE
Registration Number:	4261558	ONLY THE GOOD STUFF

CORRESPONDENCE DATA

Fax Number: 4142766581

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

TRADEMARK

OP \$265.00 85659267

via US Mail.

Phone: (414) 276-5000
Email: Jason.Scoby@wilaw.com
Correspondent Name: Jason R. Scoby
Address Line 1: 111 East Wisconsin Avenue
Address Line 2: Suite 1400
Address Line 4: Milwaukee, WISCONSIN 53202

NAME OF SUBMITTER:	Jason Scoby
Signature:	/jason scoby/
Date:	09/03/2013
Total Attachments: 3 source=00578339#page1.tif source=00578339#page2.tif source=00578339#page3.tif	

NOTICE OF SECURITY INTEREST IN TRADEMARKS

THIS NOTICE OF SECURITY INTEREST IN TRADEMARKS dated as of August 22, 2013 is between Stella & Chewy's LLC, a Delaware limited liability company ("Borrower"), and Park Bank (the "Bank").

The parties acknowledge the following:

A. Borrower has executed a Security Agreement dated of even date herewith in favor of the Bank (as it may be amended from time to time, the "Security Agreement");

B. Pursuant to the Security Agreement, Borrower has granted to the Bank a security interest in and to all of the trademarks, service marks, applications therefore and associated goodwill therein, now owned or from time to time after the date hereof owned or acquired by the Borrower, including without limitation the registrations issued by, and the applications with, with the United States Patent and Trademark Office listed on Schedule A attached hereto (the "Trademarks"), and in and to all proceeds and benefits thereof;

C. There are no liens or security interests on the Trademarks other than the interests of the Bank; and

D. Capitalized terms not defined herein shall have their meaning as set forth in the Security Agreement.

STELLA & CHEWY'S LLC

By: _____

Name: _____

Title: _____

PARK BANK

By: _____

Name: _____

Title: _____

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D. Capitalized terms not defined herein shall have their meaning as set forth in the Security Agreement.

STELLA & CHEWY'S LLC

By: _____

Name: _____

Title: _____

PARK BANK

By: Paul Sackmann

Name: Paul Sackmann

Title: AVP- Commercial Lending

Schedule A

Trademark Registrations

<u>Trademark</u>	<u>Registration Number</u>
Stella & Chewy's	3,408,555
Carnivore Crunch	3,404,944
Carnivore Kisses	3,414,286
Duck Duck Goose	3,706,089
(Logo with Two Dogs)	3,720,868
Securebynature	3,908,477
Securebynature	4,125,986
Only the Good Stuff	4,261,558

<u>Trademark</u>	<u>Serial Number</u>
Nutrition the Way Nature Intended	85/659267
The Ultimate Add-On	85/575041