

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
	Dena Designs, Inc.		02/17/2014
			Entity Type
			CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Shaggy Chic, Inc.		
Street Address:	9811 West Charleston Boulevard		
Internal Address:	Suite 2		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89117		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3902158	SHAGGY CHIC
CORRESPONDENCE DATA			
Fax Number:	7023828135		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	702-382-2101		
Email:	jobermeyer@bhfs.com		
Correspondent Name:	Erin E. Lewis		
Address Line 1:	100 N. City Parkway, Suite 1600		
Address Line 4:	Las Vegas, NEVADA 89106		
ATTORNEY DOCKET NUMBER:	16894		
NAME OF SUBMITTER:	Erin E. Lewis		
Signature:	/Erin E. Lewis/		
Date:	02/28/2014		
Total Attachments: 1 source=Assignment - SHAGGY CHIC#page1.tif			

CH \$40.00 3902158

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made by and between Dena Design, Inc., a California corporation with an office at 888 Santa Maria Way, Lafayette, California 94549 ("Assignor"), and Shaggy Chic, Inc., a Nevada corporation with an office at 9811 West Charleston Boulevard, Suite 2, Las Vegas, Nevada 89117 ("Assignee").

WHEREAS, Assignor owns the trademark SHAGGY CHIC (the "Mark") and the corresponding federal trademark registration identified below (the "Registration"):

Mark	Reg. No.	Goods/Services
SHAGGY CHIC	3,902,158	Class 18: Pet products and accessories, namely, pet collars; leashes; pet harnesses; pet tote bags; pet garments; animal carriers Class 20: Beds for household pets Class 24: Pet grooming items, namely, brushes and combs, pet feeding dishes

WHEREAS, Assignee desires to acquire the Mark and the Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, transfer, and set over to Assignee, its successors and assigns Assignor's entire right, title and interest in and to the Mark and Registration, together with the goodwill of the business connected with and symbolized by the Mark, the ongoing business activities associated with the Mark, and any renewals and extensions of the Registration that are or may be secured, and together with any right to sue for past claims, including infringement and dilution, in, under and to the Mark and the Registration.

IN WITNESS WHEREOF, Assignor has caused this TRADEMARK ASSIGNMENT to be executed and delivered by its duly authorized officer this 17 day of FEBRUARY, 2014.

DENA DESIGNS, INC. (ASSIGNOR)

By: 

Name: DANIEL FENSON

Title: CHIEF MARKETING OFFICER

SHAGGY CHIC, INC. (ASSIGNEE)

By: 

Name: Kelly Peterson

Title: President

04554520131000311