

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM304317

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
I-5 Publishing, LLC		04/23/2014	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PPN, LLC		
<b>Street Address:</b>	333 Seventh Avenue, 11th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10001		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 9</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3884516	NATURAL PET PRODUCT MERCHANDISER	
<b>Registration Number:</b>	3203060	PET INDUSTRY DIRECTORY & BUYING GUIDE	
<b>Registration Number:</b>	1698574	PET PRODUCT NEWS	
<b>Registration Number:</b>	1967786	PET PRODUCT NEWS	
<b>Registration Number:</b>	3341513	PET PRODUCT NEWS INTERNATIONAL	
<b>Registration Number:</b>	3338301	PET PRODUCT NEWS INTERNATIONAL	
<b>Registration Number:</b>	3960416	PET PRODUCT NEWS INTERNATIONAL	
<b>Registration Number:</b>	3341517	PET PRODUCT NEWS INTERNATIONAL	
<b>Registration Number:</b>	3192062	THE BIG 1	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2122453009		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	2125416222		
<b>Email:</b>	trademark@kanekessler.com		
<b>Correspondent Name:</b>	Stanley Seuradge		
<b>Address Line 1:</b>	1350 Avenue of Americas		
<b>Address Line 4:</b>	New York, NEW YORK 10019		
<b>NAME OF SUBMITTER:</b>	Stanley Seuradge		

OP \$240.00 3884516

<b>SIGNATURE:</b>	/stanley seuradge/
<b>DATE SIGNED:</b>	05/13/2014
<b>Total Attachments: 2</b> source=i5#page1.tif source=i5#page2.tif	

## TRADEMARK ASSIGNMENT

WHEREAS, I-5 PUBLISHING, LLC, a Delaware limited liability company having its principal place of business at 3 Burroughs Street, Irvine, California 92618-2804, (hereinafter the "ASSIGNOR") is the owner of the trademarks set forth on the attached Schedule A (the "Trademarks"), in the United States Patent and Trademark Office or for which applications for registration have been filed in the United States Patent and Trademark Office (the "USPTO");

WHEREAS, PPN, LLC, a Delaware limited liability company having its principal place of business at 333 Seventh Avenue, 11<sup>th</sup> Floor, New York, New York 10001 (hereinafter called the "ASSIGNEE") is desirous of acquiring all right, title and interest owned by ASSIGNOR, and to the Trademarks.

WHEREAS, for ten dollars (\$10) and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind to the Trademarks, including with regard to the goodwill and the business associated therewith.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Mark.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

I-5 PUBLISHING, LLC

By: 

Name: Mark Harris

Date: 4/23/14

Schedule A

Trademark	Country	Reg./App. No.	Class(es)	Status
NATURAL PET PRODUCT MERCHANDISER	United States	3884516	16, 35	Supplemental Registration
PET INDUSTRY DIRECTORY & BUYING GUIDE	United States	3203060	16	Supplemental Registration
PET PRODUCT NEWS	United States	1698574	16	Supplemental Registration
PET PRODUCT NEWS	United States	1967786	16	Principal Registration
PET PRODUCT NEWS INTERNATIONAL	United States	3341513	16	Principal Registration
PET PRODUCT NEWS INTERNATIONAL	United States	3338301	41	Principal Registration
PET PRODUCT NEWS INTERNATIONAL	United States	3960416	35	Principal Registration
<b>PETPRODUCT NEWS</b> <small>INTERNATIONAL</small>	United States	3341517	16	Principal Registration
THE BIG 1	United States	3192062	16	Principal Registration