

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM313052

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Jennifer Melton-Johnson		07/11/2014	an individual: UNITED STATES
Brennan Melton-Johnson		07/11/2014	an individual: UNITED STATES

RECEIVING PARTY DATA

Name:	Cloud Star, LLC
Street Address:	1973 Valle Vista Place
City:	San Luis Obispo
State/Country:	CALIFORNIA
Postal Code:	93405
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 22

Property Type	Number	Word Mark
Registration Number:	2404069	BUDDY BISCUITS
Registration Number:	2546390	BUDDY WASH
Registration Number:	3108531	WAG MORE BARK LESS
Registration Number:	3250278	WAG MORE BARK LESS
Registration Number:	3394655	WAG MORE BARK LESS
Registration Number:	3886680	KING VOLTAIRE
Registration Number:	3644742	TRAIL HOUND
Registration Number:	3640980	PROVENANCE
Registration Number:	3681081	MUTTOS
Registration Number:	3660374	WAG MORE BARK LESS
Registration Number:	3749612	BUDDY BISCUITS
Registration Number:	3863752	BUDDY BISCUITS
Registration Number:	4101001	TRICKY TRAINERS
Registration Number:	3966513	WAG MORE BARK LESS
Registration Number:	4022517	BUDDY BISCUITS
Registration Number:	4350692	DYNAMO DOG
Registration Number:	4337900	BUDDY BISCUITS GRAIN FREE
Registration Number:	4331555	BUDDY BISCUITS GRAIN FREE

TRADEMARK

CH \$565.00 2404069

Property Type	Number	Word Mark
Serial Number:	85880526	HARVEST BOWL
Serial Number:	86179164	WAG MORE BARK LESS
Serial Number:	86180407	WAG MORE BARK LESS
Serial Number:	86181197	WAG MORE BARK LESS

CORRESPONDENCE DATA

Fax Number: 3125585700

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 312 558-6352

Email: lkonrath@winston.com

Correspondent Name: Laura Konrath

Address Line 1: 35 W Wacker Drive

Address Line 2: Winston & Strawn LLP, Suite 4200

Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER:	19432-35
NAME OF SUBMITTER:	Laura Konrath
SIGNATURE:	/Laura Konrath/
DATE SIGNED:	08/05/2014

Total Attachments: 10

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is dated as of this 11th day of July, 2014 (the "Assignment"), by and among JENNIFER MELTON-JOHNSON and BRENNAN MELTON-JOHNSON, each individuals residing in San Luis Obispo, California (hereinafter, collectively "Assignors" and each individually, an "Assignor"), and CLOUD STAR, LLC, a California limited liability company (hereinafter "Assignee").

WHEREAS, Assignors own the trademarks and trademark registrations identified on the attached Schedule A (hereinafter the "Marks");

WHEREAS, pursuant to the Membership Interest Purchase Agreement dated as of July 11, 2014 by and among Assignors, Assignee and the other parties thereto, Assignors agree to assign, transfer and convey all of their right, title and interest in and to the Marks; and

WHEREAS, Assignee is desirous of acquiring the Marks and all of Assignors' rights therein, including the goodwill of the business associated therewith, as well as all common-law rights and all federal trademark and service mark registrations and applications identified on Schedule A attached hereto and made a part hereof.

NOW, THEREFORE, for good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, Assignors hereby convey, transfer and assign to Assignee all of Assignors' rights, title and interest in and to the Marks, all associated common-law rights, all federal registrations and applications identified on Schedule A, together with the goodwill of the business symbolized thereby.

Assignors further assign to Assignee all rights to sue for and receive all damages occurring from past infringing uses of the Marks.

Effective as of the date hereof, each of the Assignors and the Assignee hereby agree that that certain Trademark License Agreement, effective March 21, 2013, by and among the Assignors and Assignee, shall be terminated and shall be of no further force and effect.

Assignors agree that at any time and from time to time after the date hereof, at the reasonable request of Assignee, Assignors shall execute and deliver such other instruments and take such action as Assignee may reasonably request to transfer, convey and assign to Assignee, and to confirm Assignee's right, title and interest in and to the Marks and to assist Assignee in exercising all rights with respect thereto.

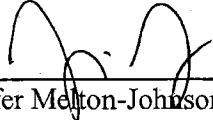
Nothing in this Assignment, express or implied, is intended or shall be construed to confer upon, or give to, any person, other than the parties to this Assignment, any rights, obligations, claims, liabilities or remedies.

This Assignment shall bind and inure to Assignee and Assignors and their respective successors and assigns.

This Assignment may be executed in any number of counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same.

[signature page follows]

IN WITNESS WHEREOF, the Assignors have duly executed this Trademark Assignment as of the date first written above.



Jennifer Melton-Johnson

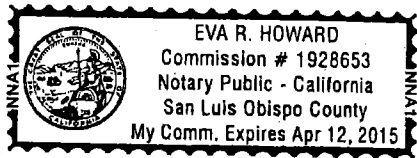
STATE OF CALIFORNIA)
)
COUNTY OF)

On this 7 day of July, 2014 before me, a Notary Public, personally appeared Jennifer Melton-Johnson to me known and known to me to be the person of that name, who, being duly sworn, did state and acknowledge on her oath that she signed the foregoing instrument and acknowledged the same to be her free act and deed.




Notary Public

April 12, 2015
My Commission Expires




[Signature page to Trademark Assignment Agreement]


Brennan Melton-Johnson

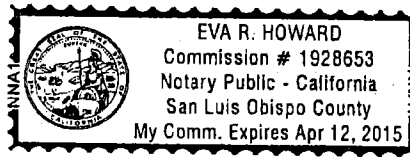
STATE OF CALIFORNIA)

COUNTY OF)

On this 7 day of July, 2014 before me, a Notary Public, personally appeared Brennan Melton-Johnson to me known and known to me to be the person of that name, who, being duly sworn, did state and acknowledge on his oath that he signed the foregoing instrument and acknowledged the same to be his free act and deed.


Notary Public

April 12, 2015
My Commission Expires



[Signature page to Trademark Assignment Agreement]

TRADEMARK
REEL: 005337 FRAME: 0620

Acknowledged and Agreed:

CLOUD STAR, LLC

By: _____

Name:

Title:

[Signature page to Trademark Assignment Agreement]

SCHEDULE A

Please see attached.

BUDDY BISCUITS (+ design - dog head holding bone in mouth)

Owner: Brennan & Jennifer, California joint applicants, husband and wife, dba Cloud Star
Serial No.: 75/852,112
Filed: November 18, 1999
Registration No.: 2,404,069
Registration Date: November 14, 2000

BUDDY WASH (word mark, standard character claim)

Owner: Jennifer and Brennan, dba Cloud Star
Serial No.: 76/095,091
Filed: July 25, 2000
Registration No.: 2,546,390
Registration Date: March 12, 2002

WAG MORE BARK LESS (word mark, standard character claim)

Owner: Brennan and Jennifer, as individuals
Serial No.: 76/638,219
Filed: May 09, 2005
Registration No.: 3,108,531
Registration Date: June 27, 2006

WAG MORE BARK LESS (word mark, standard character claim)

Owner: Brennan and Jennifer, as individuals
Serial No.: 76/664,026
Filed: August 01, 2006
Registration No.: 3,250,278
Registration Date: June 12, 2007

WAG MORE BARK LESS (word mark, standard character claim)

Owner: Brennan and Jennifer, as individuals
Serial No.: 77/228,418
Filed: July 12, 2007

Registration No.: 3,394,655

Registration Date: March 11, 2008

KING VOLTAIRE (word mark, standard character claim)

Owner: Brennan and Jennifer, as individuals

Serial No.: 77/394,194

Filed: February 11, 2008

Registration No.: 3,886,680

Registration Date: December 7, 2010

TRAIL HOUND (word mark, standard character claim)

Owner: Brennan and Jennifer, as individuals

Serial No.: 77/494,766

Filed: June 9, 2008

Registration No.: 3,644,742

Registration Date: June 23, 2009

PROVENANCE (word mark, standard character claim)

Owner: Brennan and Jennifer, as individuals

Serial No.: 77/496,976

Filed: June 11, 2008

Registration No.: 3,640,980

Registration Date: June 16, 2009

MUTTOS (word mark, standard character claim)

Owner: Brennan and Jennifer, as individuals

Serial No.: 77/502,001

Filed: June 18, 2008

Registration No. 3,681,081

Registration Date: September 8, 2009

WAG MORE BARK LESS (word mark, standard character claim)

Owner: Brennan and Jennifer, as individuals

Serial No.: 77/602,266

Filed: October 28, 2008

Registration No.: 3,660,374

Registration Date: July 28, 2009

BUDDY BISCUITS (+ design, dog head with bone in mouth)

Owner: Brennan and Jennifer, as individuals

Serial No.: 77/ 778,896

Filed: July 10, 2009
Registration No.: 3,749,612

Registration Date: February 16, 2010

BUDDY BISCUITS (+ design, dog head with bone in mouth, 3 stars, 1 on collar and 2 on sides)

Owner: Brennan and Jennifer, as individuals
Serial No.: 77/956068
Filed: March 10, 2010
Registration No.: 3,863,752
Registration Date: October 19, 2010

TRICKY TRAINERS (word mark, standard characters)

Owner: Brennan and Jennifer, as individuals
Serial No.: 85-154,345
Filed: October 16, 2010
Registration No.: 4,101,001
Registration Date: February 21, 2012

WAG MORE BARK LESS (word mark, standard character claim)

Owner: Brennan and Jennifer, as individuals
Serial No.: 85-218,190
Filed: January 14, 2011
Registration No.: 3,966,513
Registration Date: May 24, 2011

BUDDY BISCUITS (word mark, standard character claim)

Owner: Brennan and Jennifer, as individuals
Serial No.: 85-238,193
Filed: February 9, 2011
Registration No.: 4,022,517
Registration Date: September 6, 2011

DYNAMO DOG (word mark, standard character claim)

Owner: Brennan and Jennifer, as individuals
Serial No.: 85-322,932
Filed: May 17, 2011
Registration No.: 4,350,692
Registration Date: June 11, 2013

BUDDY BISCUITS (+ design, key hole)

Owner: Brennan and Jennifer Melton-Johnson
Serial No.: 85-716,500

Filed: August 29, 2012
Registration No.: 4,337,900
Registration Date: May 21, 2013

BUDDY BISCUITS (+ design, key hole)

Owner: Brennan and Jennifer Melton-Johnson
Serial No.: 85-717,607
Filed: August 30, 2012
Registration No.: 4,331,555
Registration Date: May 7, 2013

HARVEST BOWL (word mark, standard character claim)

Owner: Brennan and Jennifer, as individuals
Serial No.: 85-880,526
Filed: March 19, 2013
Registration No.: N/A - the application is pending
Registration Date: N/A

WAG MORE BARK LESS (word mark, standard character claim)

Owner: Brennan and Jennifer, as individuals
Serial No.: 86-179,164
Filed: January 29, 2014
Registration No.: N/A - the application is pending
Registration Date: N/A

WAG MORE BARK LESS (word mark, standard character claim)

Owner: Brennan and Jennifer, as individuals
Serial No.: 86-180,407
Filed: January 30, 2014
Registration No.: N/A - the application is pending
Registration Date: N/A

WAG MORE BARK LESS (word mark, standard character claim)

Owner: Brennan and Jennifer, as individuals
Serial No.: 86-181,197
Filed: January 31, 2014
Registration No.: N/A - the application is pending
Registration Date: N/A