

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM318788

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kent Nutrition Group, Inc.		05/02/2014	CORPORATION: IOWA
RECEIVING PARTY DATA			
Name:	Kent Pet Group, Inc.		
Street Address:	2905 N. Highway 61		
City:	Muscatine		
State/Country:	IOWA		
Postal Code:	52761		
Entity Type:	CORPORATION: IOWA		
PROPERTY NUMBERS Total: 20			
Property Type	Number	Word Mark	
Registration Number:	3804348	100% NATURAL. 110% PERFORMANCE.	
Registration Number:	3848121	BRANDON FARMS	
Registration Number:	2926514	BY NATURE	
Registration Number:	3319316	BY NATURE	
Registration Number:	3756185	BY NATURE	
Registration Number:	3413024	CANINE WHITES	
Registration Number:	3239489		
Registration Number:	3518074		
Registration Number:	3239424		
Registration Number:	4325452	HASSLE-FREE CAT CARE	
Registration Number:	3897568	HEARTSHAPE	
Registration Number:	3804357	LIKE YOUR LITTER. LOVE YOUR CAT. RESPECT	
Registration Number:	2633141	NATION'S PRIDE	
Registration Number:	3277280	SIMPLY GREAT NUTRITION	
Serial Number:	86199971	ACTIVE DEFENSE	
Serial Number:	86200052	ACTIVE DEFENSE +	
Serial Number:	86201157	ACTIVEFUSION	
Serial Number:	85394065	FOR MORE DOG YEARS	
Serial Number:	86201779	SUPERFUSION BLEND	
Serial Number:	86303483	SUPERFUSION	
TRADEMARK			

CH \$515.00 3804348

CORRESPONDENCE DATA**Fax Number:** 3124459325

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: 312-445-9322**Email:** arden@youngbasile.com**Correspondent Name:** Thomas P. Arden**Address Line 1:** 222 South Riverside Plaza**Address Line 2:** Suite 2100**Address Line 4:** Chicago, ILLINOIS 60606-6101

NAME OF SUBMITTER:	Thoomas P. Arden
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SIGNATURE:	/Thomas P. Arden/
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DATE SIGNED:	10/02/2014
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Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is effective May 2, 2014, and made and entered into by Kent Nutrition Group, Inc., an Iowa corporation with its principal place of business at 1600 Oregon Street, Muscatine, Iowa 52761 ("Assignor") in favor of Kent Pet Group, Inc., an Iowa corporation, with its principal place of business at 2905 N. Highway 61, Muscatine, Iowa 52761 ("Assignee"). Kent Pet Group, Inc. is the successor to the ongoing and existing business of Assignor to which all the marks being assigned pertain.

For good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee all rights, title, and interest in and to the trademarks and service marks and registrations thereof listed on Exhibit 1 hereto, together with the goodwill of the business associated with and symbolized by said marks.

Assignor agrees to execute such additional documents as may be reasonably requested by Assignee to further evidence or perfect the foregoing assignment.

Kent Nutrition Group, Inc.

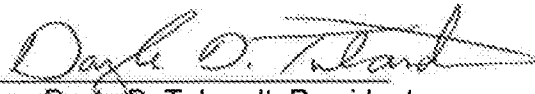
BY: 
Name: Doyle D. Tubandt, President

Exhibit 1

MARK	REG/APP No.	DESCRIPTION OF GOODS/SERVICES
100% NATURAL. 110% PERFORMANCE.	3,804,348	Cat litter, in IC 31
ACTIVE DEFENSE	SN 86/199,971	Cat food; Dog food; Pet food, in IC 31
ACTIVE DEFENSE +	SN 86/200,052	Cat food; Dog food; Pet food, in IC 31
ACTIVE FUSION	SN 86/201,157	Cat food; Dog food; Pet food, in IC 31
BRANDON FARMS	3,848,121	Pet foods, in IC 31
BY NATURE	2,926,514	Feeds for small animals such as dogs and cats, in IC 31
BY NATURE	3,319,316	Animal and livestock feeds, pet treats, animal litter and animal bedding composed of granular, agricultural-based materials, in IC 31
BY NATURE & Leaf Design	3,756,185	Pet foods, pet treats, in IC 31
CANINE WHITES	3,413,024	Pet treats, in IC 31
Design - By Nature Leaf packaging design background	3,239,489	Pet foods and edible pet treats, in IC 31
Design (By Nature Holistic Icon)	3,518,074	Pet foods, in IC 31
Design (By Nature packaging - Organics)	3,239,424	Pet foods and edible pet treats, in IC 31
FOR MORE DOG YEARS	SN 85/394065	Dog food and dog treats, in IC 31
HASSLE-FREE CAT CARE	4,325,452	Cat litter, in IC 31
HEARTSHAPE	3,897,568	Pet treats, in IC 31
LIKE YOUR LITTER. LOVE YOUR CAT. RESPECT THE PLANET.	3,804,357	Animal feed, in IC 31
LITTER BOX PROBLEM SOLVED	SN 85/521801	Cat litter, in IC 31
NATION'S PRIDE	2,633,141	Pet foods, in IC 31

MARK	REG/APP No.	DESCRIPTION OF GOODS/SERVICES
SIMPLY GREAT NUTRITION	3,277,280	Pet foods, in IC 31
SUPERFUSION BLEND	SN 86/201,779	Cat food; Dog food; Pet food, in IC 31
SUPERFUSION	SN 86/303,483	Cat food; Dog food; Pet food, in IC 31