

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM320937

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|---|--|-----------------------|-------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| The Nutro Company | | 10/23/2014 | CORPORATION: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | Mars, Incorporated | | |
| Street Address: | 6885 Elm Street | | |
| City: | Mclean | | |
| State/Country: | VIRGINIA | | |
| Postal Code: | 22101-3883 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 77937965 | FEED THE GOOD STUFF | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 8774215097 | | |
| <i>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.</i> | | | |
| Email: | mars.us.mp@effem.com | | |
| Correspondent Name: | Anthony J. Palumbo | | |
| Address Line 1: | 930 West Evergreen Avenue | | |
| Address Line 2: | Mars Goose Island | | |
| Address Line 4: | Chicago, ILLINOIS 60642 | | |
| ATTORNEY DOCKET NUMBER: | PETCARE - PEDIGREE | | |
| NAME OF SUBMITTER: | Anthony J Palumbo | | |
| SIGNATURE: | /anthonyjpalumbo/ | | |
| DATE SIGNED: | 10/23/2014 | | |
| Total Attachments: 1 | | | |
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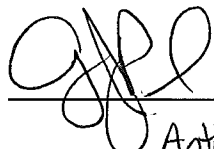
TRADEMARK ASSIGNMENT

WHEREAS, The Nutro Company ("Assignor") of 1550 W. McEwen Drive, Franklin, Tennessee 37067, United States, a corporation organized and existing under the laws of the State of California, owns all right, title, and interest in and to the mark – FEED THE GOOD STUFF (the "Mark") - and has registered the Mark at the United States Patent and Trademark Office (Reg. No. 3,879,007); and

WHEREAS, Mars, Incorporated ("Assignee") of 6885 Elm Street, Mclean, Virginia 22101-2883, United States, a corporation organized and existing under the laws of the State of Delaware, seeks to acquire all right, title and interest in and to the Mark and the registrations for the Mark, together with the goodwill of the business symbolized by the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the Mark and the registration for the Mark, together with the goodwill of the business symbolized by the Mark.

THE NUTRO COMPANY

By: 
Name: Anthony J Palumbo
Title: Legal Practice Counsel
Date: October 23, 2014