

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM341305

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BOW-WOW Bar		04/16/2015	LIMITED LIABILITY COMPANY: IDAHO
RECEIVING PARTY DATA			
Name:	Petco Animal Supplies Stores, Inc.		
Street Address:	9125 Rehco Road		
City:	San Diego		
State/Country:	CALIFORNIA		
Postal Code:	92121		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4617010	GOOD TO GO	
CORRESPONDENCE DATA			
Fax Number:	8585094010		
<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>			
Phone:	858-509-4071		
Email:	sdipdocket@pillsburylaw.com		
Correspondent Name:	Michelle L. Mehok		
Address Line 1:	12255 El Camino Real, Suite 300		
Address Line 4:	San Diego, CALIFORNIA 92130		
ATTORNEY DOCKET NUMBER:	044157-0000271		
NAME OF SUBMITTER:	Michelle L. Mehok		
SIGNATURE:	/michelle mehok/		
DATE SIGNED:	05/14/2015		
Total Attachments: 4			
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ASSIGNMENT OF TRADEMARK

THIS ASSIGNMENT OF TRADEMARK made as of April 16, by and among by and between BOW-WOW Bar ("Assignor"), a Limited Liability Company of Idaho with a mailing address entered below, and Petco Animal Supplies Stores, Inc. ("Assignee"), a Delaware corporation with a mailing address entered below.

Assignor owns all right, title, and interest in and to U.S. Trademark Registration No. 4,617,010 for the trademark GOOD TO GO for "dog treats" in class 31. Assignor wishes to assign all right, title, and interest to the Trademarks to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee, its successors, assigns, and legal representatives, the entire, full, and exclusive right, title, and interest in and to U.S. Trademark Registration No. 4,617,010 for the trademark GOOD TO GO for "dog treats" in class 31, together with the good will of the business symbolized by the trademark, and the right (but not the obligation) to assert the trademarks and to collect for all past, present, and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties, and proceeds of infringement suits, and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

The undersigned Assignor declares that all statements made herein, and in the application for U.S. Trademark Registration No. 4,617,010, of his own knowledge are true and that all statements made on information and belief are believed to be true.

IN WITNESS WHEREOF Assignor does hereby execute this Assignment of Trademark
on this 16 day of April 2015.

Assignor: BOW-WOW Bar
P.O. Box 5016
Ketchum, IDAHO 83340

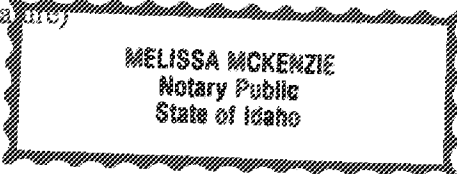
Signed: [Signature]
Printed: Terry Tischer

NOTARY AFFIDAVIT FOR SIGNATURE OF ASSIGNOR'S NAME

State of Idaho:
City/County of Ketchum/Blaine:

On this 16th day of April, 2015, personally appeared Terry Tischer,
an individual to me known (or satisfactorily identified) as principal of BOW-WOW Bar, assignor
owner of U.S. Registration No. 4,617,010, and acknowledged that he executed the foregoing
Assignment of Trademark.

[Signature] (Notary Public Signature)
[SEAL]



My Commission Expires: 10/29/2018 (Date)

IN WITNESS WHEREOF Assignee does hereby execute this Assignment of Trademark
on this ~~12~~ day of May, 2015.

Assignee: Petco Animal Supplies Stores, Inc.
Attn: Law Department
9125 Rehco Road
San Diego, California 92121

Signed: Danach J. Davis

Printed: DANACH J. DAVIS

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

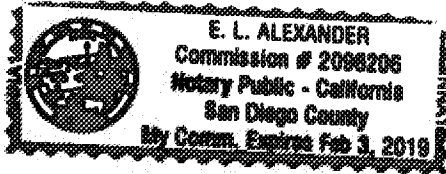
State of California)

County of San Diego)

On May 12, 2015 before me, E. L. Alexander, Notary Public, personally appeared DARRAGH J. DAVIS who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that ~~he/she/they~~ executed the same in ~~his/her/their~~ authorized capacity(ies), and that by ~~his/her/their~~ signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



(Affix Seal Above)

Signature E. L. Alexander
Signature of Notary Public