

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM346826

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
Mars, Incorporated		06/30/2015	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Pedigree Dolls And Toys Limited		
<b>Street Address:</b>	Beech Hill House, Walnut Gardens		
<b>City:</b>	Exeter		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	EX4 4DH		
<b>Entity Type:</b>	COMPANY: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3340411	PEDIGREE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Email:</b>	mars.us.mp@effem.com		
<b>Correspondent Name:</b>	Anthony J. Palumbo		
<b>Address Line 1:</b>	930 WEST EVERGREEN AVENUE		
<b>Address Line 4:</b>	CHICAGO, ILLINOIS 60641		
<b>ATTORNEY DOCKET NUMBER:</b>	PDT ASSIGNMENT		
<b>NAME OF SUBMITTER:</b>	Anthony J. Palumbo		
<b>SIGNATURE:</b>	/Anthony.J.Palumbo/		
<b>DATE SIGNED:</b>	07/06/2015		
<b>Total Attachments: 1</b>			
source=Trademark Assignment - Reg No. 3340411 to Pedigree Dolls and Toys Limited#page1.tif			

CH \$40.00 3340411

## TRADEMARK ASSIGNMENT

WHEREAS, Mars, Incorporated ("Assignor"), a corporation organized and existing under the laws of the State of Delaware, having an address of 6885 Elm Street, McLean, Virginia 22101, United States, owns U.S. Trademark Registration No. 3340411 (the "Registration") for the mark PEDIGREE (the "Mark") for certain goods in Class 16, namely, softback books for children, children's magazines, and calendars (the "Goods"); and

WHEREAS, Pedigree Dolls And Toys Limited ("Assignee"), a company organized and existing under the laws of the United Kingdom, having an address of Beech Hill House, Walnut Gardens, Exeter, Devon EX4 4DH, United Kingdom, seeks to acquire all right, title, and interest in and to the Registration.

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 Registration, together with the goodwill of the business symbolized by the Mark for the Goods.

MARS, INCORPORATED

BY:  \_\_\_\_\_

NAME: Sophie B. Anger

TITLE: Sophie B. Anger, Esq.  
Legal Practice, Associate General Counsel  
Marketing Properties

DATE: June 30, 2015