

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM350518

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
G'Day! Pet Care, LLC		03/03/2015	LIMITED LIABILITY COMPANY: COLORADO
RECEIVING PARTY DATA			
Name:	Who Ya Gonna Call Bark Busters Pty Ltd		
Street Address:	7 Atchison Street		
City:	Wollongong, NSW, 2500		
State/Country:	AUSTRALIA		
Entity Type:	Proprietary Limited Company: AUSTRALIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77716730	G'DAY! PET CARE	
CORRESPONDENCE DATA			
Fax Number:	4154263569		
<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:	4154263568		
Email:	carole@barrettplaw.com		
Correspondent Name:	Carole Barrett		
Address Line 1:	201 Spear St., Suite 1100		
Address Line 4:	San Francisco, CALIFORNIA 94105		
ATTORNEY DOCKET NUMBER:	4057.006		
NAME OF SUBMITTER:	Carole F. Barrett		
SIGNATURE:	/CFB/		
DATE SIGNED:	08/05/2015		
Total Attachments: 4			
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ASSIGNMENT OF INTELLECTUAL PROPERTY

This ASSIGNMENT OF INTELLECTUAL PROPERTY (this "Assignment") is made effective as of July 31, 2015 (the "Assignment Date"), by and between G'Day! Pet Care, a Colorado Limited Liability Company, William Marino, an individual citizen of the United States, Emily Marino, an individual citizen of the United States, and Warren Jones, an individual citizen of the United States, (collectively, "Assignor") and Who Ya Gonna Call Bark Busters Pty Ltd, a Proprietary Limited Company of Australia ("Assignee").

RECITALS

A. Assignor and Assignee have entered into a Settlement and Release Agreement with an Effective Date of (the "Settlement Agreement"), pursuant to which, among other things, Assignor has agreed to assign, transfer, convey and deliver to Assignee, on July 31, 2015 ("Assignment Date"), any and all of Assignor's rights in certain items of intellectual property.

B. Assignor and Assignee desire to effectuate and consummate each of the transactions described and contemplated in the Settlement Agreement.

C. All capitalized terms used in this Assignment (including, without limitation, these Recitals) that are not defined in this Assignment shall have the respective meanings specified in the Settlement Agreement.

AGREEMENT

In consideration of the foregoing Recitals, and the mutual promises herein set forth, and of other good and valuable consideration, the receipt and sufficiency of which are acknowledged, the parties hereto, intending legally to be bound, agree as follows:

1) Recitals. The foregoing Recitals are incorporated by reference herein and made a substantive part hereof.

2) Assignment. As of the Effective Date, July 31, 2015, Assignor assigns, transfers, conveys and delivers to Assignee, its successors and assigns, and Assignee accepts the assignment, transfer, conveyance and delivery of, any and all of the Assignor's right, title and interest in and to all of the following items, as set forth in the Settlement Agreement, including, without limitation those items described on Exhibit A attached hereto:

a) Any and all worldwide rights and goodwill in and to trademarks, trade names and/or service marks, logos and trade dress in and to Assignor's Marks that include the term "GDay," "G'Day," "G'Day!," and/or any of these terms in combination with "Pet Care" or another term, including the mark "G'DAY! Pet Care" including any and all registrations and applications with respect to any and/or all of the foregoing, and any and all other intellectual property rights with respect thereto, and in each case, together with all of the goodwill associated therewith and/or symbolized thereby.

b) Any and all worldwide rights and goodwill in and to Assignor's internet domain

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names that include the letter string "gday", including but not limited to gdaypetcare.com, including any and all registrations and applications with respect to any and/or all of the foregoing, and any and all other intellectual property rights with respect thereto, and in each case, together with all of the goodwill associated therewith and/or symbolized thereby; and

- c) Any and all worldwide rights and good will in and to Assignor's Telephone Numbers that include the numerical equivalent of GDAY, including but not limited to 877-600-GDAY, any and all other intellectual property rights with respect thereto, and in each case, together with all of the goodwill associated therewith and/or symbolized thereby.

3) Miscellaneous.

a) This instrument shall be binding upon and shall inure to the benefit of the respective successors and assigns of each of Assignor and Assignee.

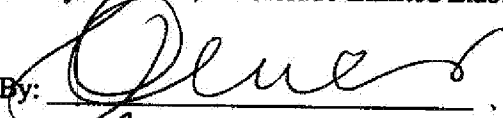
b) Nothing contained herein shall be deemed or construed as relieving Assignor and Assignee of their respective obligations and duties under the Settlement Agreement. In the event of a conflict between the terms and provisions of this Assignment and the terms and provisions of the Settlement Agreement, the terms and provisions of the Settlement Agreement shall govern and control.

c) This instrument may be executed in several counterparts, and/or by the execution of counterpart signature pages which may be attached to one or more counterparts of this Assignment, and all so executed shall constitute one Assignment binding on all of the parties hereto.

Each of Assignor and Assignee has executed this Assignment effective as of the Assignment Date.

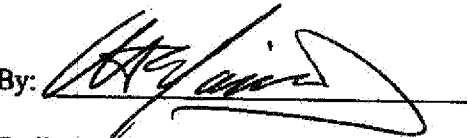
Assignor:

G'Day! PetCare, a Colorado Limited Liability Company

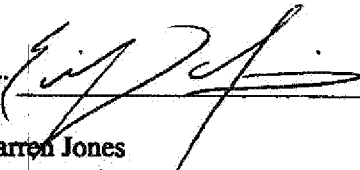
By: 

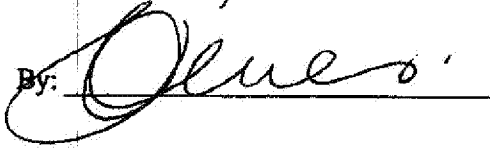
Its: *Member.*

William Marino

By: 

Emily Marino

By: 
Warren Jones

By: 

Assignee:
Who Ya Gonna Call Bark Busters Pty Ltd, a Proprietary Limited Company of Australia

By: _____

Its:

EXHIBIT A

1. The following trademark registered with the United States Patent and Trademark Office:
G'Day! Pet Care and Design (Reg. No.: 3,805,527, Reg. Date: June 22, 2010);
2. The following internet domain name currently registered with Godaddy.com in the name of **Bill Marinso: gdaypetcare.com**
3. The following telephone number **877-600-GDAY** currently leased by G'Day from **Remotelink .**