

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM351100

<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>
Phoenix St. Claire Publishing, LLC		05/15/2015	LIMITED LIABILITY COMPANY: NORTH CAROLINA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Central Garden & Pet Company		
<b>Street Address:</b>	1340 Treat Blvd, Suite 600		
<b>City:</b>	Walnut Creek		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94597		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4561645	WILD BIRD CLUB	
<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>Phone:</b>	6022813733		
<b>Email:</b>	feickstaedt@central.com		
<b>Correspondent Name:</b>	Filomena Eickstaedt		
<b>Address Line 1:</b>	301 West Osborn Road		
<b>Address Line 4:</b>	Phoenix, ARIZONA 85013		
<b>NAME OF SUBMITTER:</b>	Filomena Eickstaedt		
<b>SIGNATURE:</b>	/feickstaedt/		
<b>DATE SIGNED:</b>	08/11/2015		
<b>Total Attachments: 1</b>			
source=PHOENIX ST. CLAIRE PUBLISHING, LLC#page1.tif			

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# DOMAIN AND TRADEMARK ASSIGNMENT

This Assignment ("ASSIGNMENT"), effective as of May 15, 2015 (the "EFFECTIVE DATE"), is made by and between Phoenix St. Claire Publishing, LLC, a North Carolina corporation having a principal place of business at 120A North Salem Street, Apex, North Carolina 27502 ("ASSIGNOR") and Central Garden & Pet Company, a Delaware corporation having its principal place of business at 1340 Treat Boulevard, Suite 600, Walnut Creek, California 94597 (ASSIGNEE).

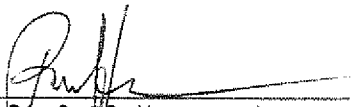
FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does sell, assign, transfer and set over unto ASSIGNEE, its successors and assigns, as of the EFFECTIVE DATE, all rights, title and interests in and to the domain name [www.wildbirdclub.com](http://www.wildbirdclub.com) (the "DOMAIN NAME") and to the United States trademark, Wild Bird Club, United States Trademark Registration Number 4,561,645 ("TRADEMARK") (individually, and collectively, "PROPERTY"), together with any and all goodwill appurtenant to and associated with and symbolized by said PROPERTY and together with all rights to damages, profits and/or any remedy whatsoever due or accrued arising out of any past infringement by any entity of said PROPERTY or any injury to the goodwill associated with, and symbolized by, said PROPERTY

ASSIGNOR is the sole owner of the PROPERTY, with full right to sell or dispose of the same as he may choose, and no other entity or entities whatsoever have any lien, encumbrance, claim, right, title, or interest in, to, or on said PROPERTY

IN WITNESS WHEREOF, ASSIGNOR has caused this ASSIGNMENT to be executed by its duly authorized representative as of the EFFECTIVE DATE.

ASSIGNOR  
Phoenix St. Claire Publishing, LLC

By:

  
Brian Scott Sockin  
President

Its:

6/25/15

EXHIBIT C