

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM361950

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FremantleMedia Limited		11/09/2015	CORPORATION: GREAT BRITAIN
RECEIVING PARTY DATA			
Name:	The Pet Collective LLC		
Street Address:	5764 W. Jefferson Blvd.		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90016		
Entity Type:	CORPORATION: CALIFORNIA LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4332736	THE PET COLLECTIVE	
CORRESPONDENCE DATA			
Fax Number:	3109249555		
<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:	3104576100		
Email:	hwtrademarks@gmail.com, msalvatore@holmesweinberg.com		
Correspondent Name:	Steven M. Weinberg, Holmes Weinberg, PC		
Address Line 1:	30765 Pacific Coast Hwy.		
Address Line 2:	Suite 411		
Address Line 4:	Malibu, CALIFORNIA 90265		
ATTORNEY DOCKET NUMBER:	THE PET COLLECTIVE		
NAME OF SUBMITTER:	Nelda Piper		
SIGNATURE:	/Nelda Piper/		
DATE SIGNED:	11/11/2015		
Total Attachments: 2			
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I, **David Noel Lloyd FAWCETT**, Notary Public of the City of London, England,
by Royal Authority duly admitted and sworn, practising in the said City,


DO HEREBY CERTIFY AND ATTEST:

THAT the hereunto annexed Assignment of Trademark and Registration has been signed on behalf of the English company styled "**FREMANTLE MEDIA LIMITED**" by **Helen Linda FARNABY**, whose personal identity I attest, the Secretary and a duly appointed Attorney-in-Fact of the said company;

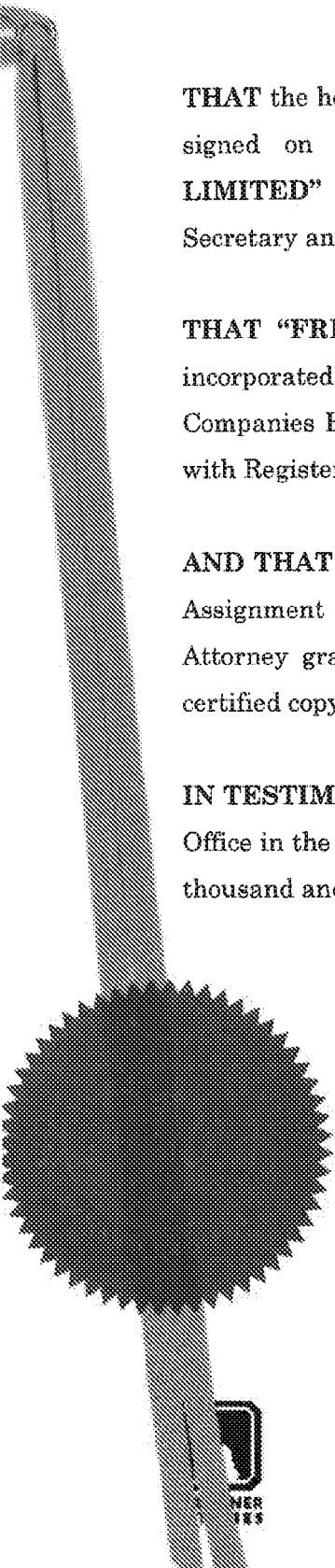
THAT "**FREMANTLE MEDIA LIMITED**" is a private limited company duly incorporated on 16th June 1933 and existing under English law, registered at the Companies Registration Office for England and Wales under number **276928** and with Registered Office at 1 Stephen Street, London W1T 1AL, England;

AND THAT the said **Helen Linda FARNABY** is duly authorised to sign the said Assignment of Trademark and Registration under and by virtue of a Power of Attorney granted in her favour by the said Company dated 17th April 2012, a certified copy of which has been produced to me.

IN TESTIMONY WHEREOF I have hereunto set my hand and affixed my Seal of Office in the City of London, aforesaid, this ninth day of November in the year Two thousand and fifteen.



David Noel Lloyd FAWCETT
Notary Public of London, England
My Commission Expires With Life



ASSIGNMENT OF TRADEMARK AND REGISTRATION

This Assignment ("Assignment") is made effective as of October 30, 2015 from FremantleMedia Limited, a United Kingdom corporation ("ASSIGNOR") to The Pet Collective, LLC, a California limited liability company ("ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the trademark THE PET COLLECTIVE and the federal registration thereof (Reg No. 4332736) (the "Mark"), together with the goodwill of the business symbolized thereby.

WHEREAS, ASSIGNOR desires to assign to ASSIGNEE all of its right, title, and interest in and to the Mark together with the goodwill of the business symbolized thereby.

NOW, THEREFORE, in consideration of the payment of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all of ASSIGNOR'S right, title, and interest in and to the Mark, together with (1) the goodwill of the business relating thereto, and (2) all rights to sue for past, present and future infringements or misappropriations of the Mark.

IN WITNESS WHEREOF, ASSIGNOR has duly executed ~~under seal~~ and delivered this Assignment, as of the day and year first above written.

FremantleMedia Limited

By: Helen Farnaby
Name: Helen Farnaby
Title: Company Secretary

