

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM364311

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Animal Naturals, Inc.		11/05/2015	CORPORATION: CALIFORNIA
Robert Fritz		11/05/2015	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	FENWAY K9, LLC		
Street Address:	701 West Azeele Street		
Internal Address:	2nd Floor		
City:	Tampa		
State/Country:	FLORIDA		
Postal Code:	33606		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Serial Number:	86258186	OMEGA DOG	
Registration Number:	3086018	ANIMAL NATURALS	
Registration Number:	4659047	RENATURE	
Registration Number:	4665850	RENATURE HEALTHY PEOPLE, HEALTHY PETS, H	
Registration Number:	4488080	RE NATURE HEALTHY PEOPLE, HEALTHY PETS,	
Registration Number:	4537779	RENATURE	
Registration Number:	4490914	THE RE-NATURE LIFESTYLE FOR PEOPLE & PET	
Registration Number:	4400565	OMEGADOG	
Registration Number:	4556022	K9 PEAK MUSCLE	
CORRESPONDENCE DATA			
Fax Number:	8606328269		
<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:	860-632-7200		
Email:	miron@mkgip.com		
Correspondent Name:	MKG LLC		
Address Line 1:	306 INDUSTRIAL PARK ROAD		
Address Line 2:	SUITE 206		

OP \$240.00 86258186

TRADEMARK

Address Line 4:	Middletown, CONNECTICUT 06457
ATTORNEY DOCKET NUMBER:	1140-0006
NAME OF SUBMITTER:	ROBERT L. RISPOLI
SIGNATURE:	/Robert L. Rispoli/
DATE SIGNED:	12/02/2015
Total Attachments: 4 source=1140-0006_Redacted_Assignment_as_filed#page1.tif source=1140-0006_Redacted_Assignment_as_filed#page2.tif source=1140-0006_Redacted_Assignment_as_filed#page3.tif source=1140-0006_Redacted_Assignment_as_filed#page4.tif	

INTELLECTUAL PROPERTY ASSIGNMENT

THIS ASSIGNMENT OF INTELLECTUAL PROPERTY (the "Intellectual Property Assignment") is made effective as of November 5, 2015 (the "Effective Date"), by and among: Animal Naturals, Inc., a California corporation ("Animal Naturals"), and Robert Fritz, a married individual of California ("Fritz", and, together with Animal Naturals, as "ASSIGNOR"); and Fenway K9, LLC, a Florida limited liability company ("Fenway K9" and ASSIGNEE"), each of Animal Naturals, Fritz and Fenway K9 to be known as a "Party" and collectively the "Parties." This Intellectual Property Assignment is being entered into by the Parties pursuant to a certain Asset Purchase Agreement dated October 9, 2015, by and among the Parties (the "Asset Purchase Agreement").

FOR GOOD AND VALUABLE CONSIDERATION, as recited in the Asset Purchase Agreement, the receipt and sufficiency of which are hereby acknowledged, effective as of the Effective Date, the ASSIGNOR hereby sells, transfers, assigns, conveys and delivers to the ASSIGNEE, and its successors and assigns, all rights, title and interest in and to all "Intellectual Property" owned, held or claimed by ASSIGNOR relating to the "Products" as used in the "Business" as defined in the Asset Purchase Agreement, including, but not limited to all right, title and interest worldwide in, to and under the U.S. federal trademark registrations, as listed in Exhibit A attached hereto and made a part hereof, and the common law trademarks and service marks, product names, any and all Internet domain names, and any and all other Intellectual Property of ASSIGNOR relating to the Products and the Business, including, but not limited to that listed in Exhibit B attached hereto and made a part hereof, together with all of the goodwill, and right to sue and collect for past infringement, associated with such Intellectual Property.

This Intellectual Property Assignment may be executed by the Parties in one or more counterparts (including by means of facsimile or scanned signature pages) all of which, when taken together, shall constitute one and the same instrument.

IN WITNESS WHEREOF, authorized representatives of the parties have executed this Intellectual Property Assignment as set forth herein below.

Animal Naturals, Inc.
Signature: [Signature]
Printed: BIB Fritz
Name: _____
Title: CEO
Date: 11/5/15

Robert Fritz
Signature: [Signature]
Printed: Bob Fritz
Name: _____
Date: 11/5/15

Fenway K9, LLC
Signature: [Signature]
Printed Name: GERALD COUGHLIN
Title: MANAGER
Date: 11/4/15

Consent and Agreement of Spouse

The undersigned spouse of Robert Fritz hereby acknowledges and agrees that: (1) she has read the foregoing Intellectual Property Assignment Agreement ("IP Assignment Agreement"), approves of its terms and conditions, consents to its execution and agrees to be bound by its provisions; (2) that by the provisions of the foregoing IP Assignment Agreement, her spouse has agreed to transfer all intellectual property rights of the Business (as defined in the IP Assignment Agreement) owned by him and (3) she is jointly and severally liable for the obligations and liabilities of Robert Fritz set forth in the IP Assignment Agreement. By signing below, the undersigned hereby consents to the transactions contemplated by the IP Assignment Agreement.



Carla Fritz

EXHIBIT A

Mark	Reg. No.	Reg. Date	Ser. No.	Filing Date	Owner
Animal Naturals	3,086,018	04/25/06	78/072,912	07/09/01	FRITZ, BOB DBA ANIMAL NATURALS
RENATURE and Design (Jumping Dog and arrow graphic)	4,659,047	12/23/14	86/268,730	05/01/14	Bob Fritz
RENATURE and Design (Jumping Dog and arrow graphic) HEALTHY PEOPLE, HEALTHY PETS, HEALTHY PLANET	4,665,850	01/16/15	86/121,879	11/18/13	Bob Fritz
RE NATURE HEALTHY PEOPLE, HEALTHY PETS, HEALTHY PLANET	4,488,080	02/25/14	86/007,978	07/11/13	Bob Fritz
RENATURE	4,537,779	05/27/14	86/105,002	10/29/13	Bob Fritz
THE RE-NATURE LIFESTYLE FOR PEOPLE & PET PARTNERS. PEOPLE & PETS	4,490,914	03/04/14	86/008,014	07/11/13	Bob Fritz
Omega Dog	N/A	N/A	86/258,186	04/21/14	ANIMAL NATURALS, INC.
OMEGADOG	4,400,565	09/10/13	85/290,621	04/08/11	ANIMAL NATURALS, INC.
K9 PEAK MUSCLE	4,556,022	06/24/14	86/134,045	12/03/13	Bob Fritz

EXHIBIT B

REDACTED BY COUNSEL FOR ASSIGNEE