

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM370696

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Natura Pet Products, Inc.		06/29/2015	Incorporated: DELAWARE
RECEIVING PARTY DATA			
Name:	Mars, Incorporated		
Street Address:	6885 Elm Street		
City:	McLean		
State/Country:	VIRGINIA		
Postal Code:	22101		
Entity Type:	Incorporated: DELAWARE		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Serial Number:	74297510	CALIFORNIA NATURAL	
Serial Number:	78332204	EVO	
Serial Number:	77802744	EVO WILD CRAVINGS	
Serial Number:	76133530	HEALTHWISE	
Serial Number:	74429464	INNOVA	
Serial Number:	75833381	KARMA	
Serial Number:	78228272	MOTHER NATURE	
Serial Number:	77736311	NATURA	
Serial Number:	85500969	NATURA PET	
Serial Number:	77742205	NATURA VET	
Serial Number:	85932928	NATURE'S TABLE	
Serial Number:	77743082	NUTRITION AT ITS BEST, NATURALLY	
Serial Number:	77742443	THE ANCESTRAL DIET MEETS MODERN NUTRITIO	
Serial Number:	77802618	WILD CRAVINGS	
CORRESPONDENCE DATA			
Fax Number:	2028576395		
<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:	2028576000		

OP \$365.00 74297510

Email: jimeelah.berryman@arentfox.com
Correspondent Name: Jason J. Mazur
Address Line 1: 1717 K Street, NW
Address Line 2: Arent Fox LLP
Address Line 4: WASHINGTON, D.C. 20006-5344

ATTORNEY DOCKET NUMBER: 033228.00047 (RIDGEBACK)

NAME OF SUBMITTER: Jason J. Mazur

SIGNATURE: /Jason J. Mazur/

DATE SIGNED: 01/27/2016

Total Attachments: 8

source=TM Assignment Natura Pet#page1.tif
source=TM Assignment Natura Pet#page2.tif
source=TM Assignment Natura Pet#page3.tif
source=TM Assignment Natura Pet#page4.tif
source=TM Assignment Natura Pet#page5.tif
source=TM Assignment Natura Pet#page6.tif
source=TM Assignment Natura Pet#page7.tif
source=TM Assignment Natura Pet#page8.tif

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is by and between Natura Pet Products, Inc., a company organized and existing under the laws of the State of Delaware, United States, having an address of 315 Cool Springs Blvd., Franklin, Tennessee 37067, United States (hereinafter, referred to as "ASSIGNOR") and Mars, Incorporated, a Delaware corporation having offices at 6885 Elm Street, McLean, Virginia 22101 (hereinafter referred to as "ASSIGNEE") (each a "Party" and collectively, the "Parties"). Capitalized terms used and not otherwise defined herein shall have the respective meanings assigned to such terms in the Omnibus Intellectual Property Assignment (defined below).

WHEREAS, pursuant to the Omnibus Intellectual Property Assignment, dated July 30, 2015 (the "Omnibus Intellectual Property Assignment"), by and between Ridgeback Acquisition LLC, The Iams Company, ASSIGNOR, An-Pro Company and Mars, Incorporated, ASSIGNOR has agreed to convey to ASSIGNEE all of ASSIGNOR's right, title and interest in and to the trademark applications and registrations contained in ATTACHMENT A (collectively referred to as the "Trademarks"), together with the goodwill of the business symbolized by the Trademarks.

NOW THEREFORE, be it known that, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns, transfers, conveys and delivers unto ASSIGNEE, its lawful successors and assigns, all of ASSIGNOR's right, title, and interest in and to the Trademarks, including the goodwill of the business symbolized by the Trademarks.

The validity, interpretation and enforcement of this assignment will be governed by the Laws of the State of Delaware, without regard to the conflict of Laws provisions thereof that would cause the Laws of another state to apply.

This assignment may be executed in multiple counterparts (any one of which need not contain the signatures of more than one Party), each of which will be deemed to be an original but all of which taken together will constitute one and the same agreement. This assignment, and any amendments hereto, to the extent signed and delivered by means of a facsimile machine or other electronic transmission, will be treated in all manner and respects as an original agreement and will be considered to have the same binding legal effects as if it were the original signed version thereof delivered in person. At the request of either Party, for any reasonable business purpose, the other Party will re-execute original forms thereof and deliver them to the requesting Party. No Party will raise the use of a facsimile machine or other electronic means to deliver a signature or the fact that any signature was transmitted or communicated through the use of facsimile machine or other electronic means as a defense to the formation of a Contract and each such Party forever waives any such defense; provided, however, that no such waiver precludes the defense of any Party that the agreement executed is not the agreement to which the applicable signature page was attached or released against.

This assignment is effective as of July 30, 2015.

[SIGNATURE PAGE FOLLOWS]

Natura Pet Products, Inc.

Mars, Incorporated

By [Signature]

By _____

Title President

Title _____

Date 6/29/15

Date _____

State of Tennessee
County of Williamson } SS Onna Withrow

State of _____ }
County of _____ } SS

On this 29th day of June, 2015, before me personally appeared [Signature] to me known to be the person named in and who executed the above instrument, and acknowledged to me that he executed the same for the uses and purposes therein set forth.

On this _____ day of _____, 2015, before me personally appeared _____, to me known to be the person named in and who executed the above instrument, and acknowledged to me that he executed the same for the uses and purposes therein set forth.



[Signature Page to Trademark Assignment from Natura Pet Products, Inc. to Mars, Incorporated]

Natura Pet Products, Inc.

Mars, Incorporated

By _____

By [Signature]

Title _____

Title General Counsel, Corporate

Date _____

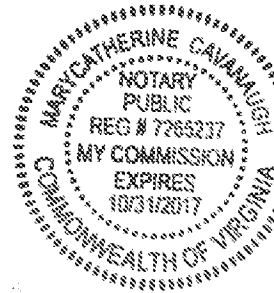
Date June 29, 2015

State of _____
County of _____ SS

State of Virginia
County of Fairfax SS

On this _____ day of _____, 2015, before me personally appeared _____, to me known to be the person named in and who executed the above instrument, and acknowledged to me that he executed the same for the uses and purposes therein set forth.

On this 29th day of June, 2015, before me personally appeared Paola Sola, to me known to be the person named in and who executed the above instrument, and acknowledged to me that he executed the same for the uses and purposes therein set forth.



State of VA County of Fairfax
Signed before me on this 29th day
of June 2015 by Mary Catherine Cavanaugh
Notary Public
[Signature]
Expires 10/31/2017

ATTACHMENT A

<i>Trademark TM Logo</i>	<i>Country</i>	<i>App. No</i>	<i>App. Date</i>	<i>Reg. No</i>	<i>Reg. Date</i>	<i>Status</i>
CALIFORNIA NATURAL	United States of America	74297510	22 Jul 1992	1897072	30 May 1995	Registered
31 dog food and cat food, excluding pet beverages, sold exclusively through specialty feed and pet stores						
CALIFORNIA NATURAL	Hong Kong	301020176	21 Dec 2007	301020176	21 Dec 2007	Registered
31 Foodstuffs for animals						
EVO	China	6478662	27 Dec 2007	6478662	28 Nov 2009	Registered
31 Foodstuffs for animals						
EVO	Hong Kong	301020158	21 Dec 2007	301020158	9 Jul 2008	Registered
31 Foodstuffs for animals						
EVO	United States of America	78332204	24 Nov 2003	2979598	26 Jul 2005	Registered
31 Pet Food						
EVO	Russian Federation	2013714896	30 Apr 2013	524 045	6 Oct 2014	Registered
31 PET FOOD						
EVO	Turkey	201339942	30 Apr 2013	2013 39942	11 Aug 2014	Registered
31 PET FOOD						
EVO WLD CRAVINGS	United States of America	77802744	12 Aug 2009	3858021	5 Oct 2010	Registered
31 Pet food						
HEALTHWISE	United States of America	76133530	22 Sep 2000	2562512	16 Apr 2002	Registered
31 DOG FOOD AND CAT FOOD						
INNOVA	United States of America	74429464	30 Aug 1993	1840776	21 Jun 1994	Registered
31 pet food; nameiy, dog food and cat food						
INNOVA	Republic of Korea (South)	40201419847	25 Mar 2014	401087426	11 Feb 2015	Registered

31 Strengthening animal forage, dog biscuits, dog feed, cat feed, edible chews for animals, feed supplements, additives to fodder for non-medical purposes, grains for animal consumption, protein for animal consumption, pet food, and beverages for pets

INNOVA Hong Kong 301020167 21 Dec 2007 301020167 9 Jul 2008 Registered

31 Foodstuffs for animals

INNOVA China 6478661 27 Dec 2007 6478661 7 Aug 2011 Registered

31 Foodstuffs for animals

KARMA Thailand 804432 29 Apr 2011 KOR360456 29 Apr 2011 Registered

31 Foodstuffs for animals and additives for such foodstuffs (excluding those for medical purposes), including dental care snacks for pets and wet pet food.

KARMA United States of America 75833381 27 Oct 1999 2813296 10 Feb 2004 Registered

31 Pet food

MOTHER NATURE United States of America 78228272 20 Mar 2003 2934068 15 Mar 2006 Registered

31 Pet food

MOTHER NATURE Republic of Korea (South) 40201156446 14 Oct 2011 40942807 29 Nov 2012 Registered

31 Strengthening animal forage, dog biscuits, dog feed, cat feed, edible chews for animals, supplementary feed, feed additives (not for medical purposes), grains for animal consumption, protein for animal consumption, pet food, and beverages for pets

NATURA United States of America 77736311 13 May 2009 4096527 7 Feb 2012 Registered

31 Pet food

NATURA PET United States of America 85500969 21 Dec 2011 4197585 28 Aug 2012 Registered

31 Pet food

NATURA VET United States of America 77742205 21 May 2009 3748883 16 Feb 2010 Registered

41 Provision of information directed to veterinarians in the field of pet nutrition relating to health

NATURE'S TABLE United States of America 85932928 15 May 2013 4526981 6 May 2014 Registered

31 Animal foodstuffs

**NATURE'S
TABLE** Mexico 1383491 17 Jun 2013 1407871 29 Oct 2013 Registered

31 Foodstuffs for animals, namely, dog & cat foods and treats.

**NATURE'S
TABLE** Costa Rica 2013005183 13 Jun 2013 233691 20 Feb 2014 Registered

31 Foodstuffs for animals, namely dog & cat foods and treats.

**NATURE'S
TABLE** Hong Kong 302643156 18 Jun 2013 302643156 28 Feb 2014 Registered

31 Animal foodstuffs.

**NUTRITION
AT ITS
BEST,
NATURALLY** United
States of
America 77743082 22 May 2009 3722287 8 Dec 2009 Registered

31 Pet food

**THE
ANCESTRAL
DIET MEETS
MODERN
NUTRITION** United
States of
America 77742443 21 May 2009 3722281 8 Dec 2009 Registered

31 Pet food

**WILD
CRAVINGS** United
States of
America 77802618 12 Aug 2009 3858020 5 Oct 2010 Registered

31 Pet food

TM Administrator 27 records - END OF REPORT

IPPO WebTMS: printed 27 Jul 2015 13:38

<i>Trademark</i>	<i>TM Logo</i>	<i>Country</i>	<i>App. No</i>	<i>App. Date</i>	<i>Reg. No</i>	<i>Reg. Date</i>	<i>Status</i>
INNOVA		Argentina	2238043	1 Sep 1999	2502859	26 Nov 2001	Registered
31	Dog and cat food.						

TM Administrator 1 records - END OF REPORT

IPPO WebTMS: printed 27 Jul 2015 13:36