

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM371252

<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>
Invisible Fence Company, Inc.		01/29/2016	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Pets Central Media, Inc.		
<b>Street Address:</b>	14010 Captain's Row, Unit 320		
<b>City:</b>	Marina Del Rey		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90292		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2027880	PET CENTRAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3103885645		
<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>	310-859-0100		
<b>Email:</b>	paul@supnik.com		
<b>Correspondent Name:</b>	Paul D. Supnik		
<b>Address Line 1:</b>	9401 Wilshire Boulevard, Suite 1250		
<b>Address Line 4:</b>	Beverly Hills, CALIFORNIA 90212		
<b>NAME OF SUBMITTER:</b>	Paul D. Supnik		
<b>SIGNATURE:</b>	/paul d. supnik/		
<b>DATE SIGNED:</b>	01/29/2016		
<b>Total Attachments: 1</b>			
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OP \$40.00 2027880

ASSIGNMENT OF TRADEMARK

WHEREAS, Invisible Fence Company, Inc., a Delaware corporation having a principal place of business at 10427 PetSafe Way, Knoxville, Tennessee 37932 (hereinafter "Assignor"), is the owner of the trademark PET CENTRAL, being the subject of U.S. Reg. No. 2,027,880 (the "Mark"), and

WHEREAS, Pets Central Media Inc., a California corporation having a principal place of business at 14010 Captain's Row, Unit 320, Marina Del Ray, California 90292 (hereinafter "Assignee"), is desirous of acquiring the Mark and any registration or application therefor, and

WHEREAS, the Assignor desires to assign to the Assignee its rights in the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title, and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and any registration or application therefor.

INVISIBLE FENCE, INC.

By: Jennifer Whitehouse

Printed Name: Jennifer Whitehouse

As: Director, Risk Management  
of Invisible Fence, Inc.

Date: 1/21/16

PETS CENTRAL MEDIA INC.

By: Peter deKraszel

Printed Name: PETER deKRASSEL

As: CEO  
of Pets Central Media Inc.

Date: 1/29/16