

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM414619

<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>
Farmers Feed Mill, Inc.		01/04/2017	Corporation: KENTUCKY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Feeders Supply Company, LLC		
<b>Street Address:</b>	315 Baxter Avenue		
<b>City:</b>	Louisville		
<b>State/Country:</b>	KENTUCKY		
<b>Postal Code:</b>	40204		
<b>Entity Type:</b>	Limited Liability Company: KENTUCKY		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2195344	CLUB PAWS	
<b>Registration Number:</b>	2087554	CLUB PAWS	
<b>Registration Number:</b>	2177865	INCREDIBLE PETS	
<b>Registration Number:</b>	2104049	INCREDIPET	
<b>Registration Number:</b>	2192148	INCREDIPET	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4122091845		
<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>	4122974900		
<b>Email:</b>	iptrademark@cohenlaw.com		
<b>Correspondent Name:</b>	COHEN & GRIGSBY, P.C.		
<b>Address Line 1:</b>	625 Liberty Avenue		
<b>Address Line 4:</b>	Pittsburgh, PENNSYLVANIA 15222-3152		
<b>ATTORNEY DOCKET NUMBER:</b>	26794.3		
<b>NAME OF SUBMITTER:</b>	Noland J. Cheung		
<b>SIGNATURE:</b>	/noland j. cheung/		
<b>DATE SIGNED:</b>	02/02/2017		
<b>Total Attachments: 3</b>			

CH \$140.00 2195344

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## TRADEMARK ASSIGNMENT

**WHEREAS**, FARMERS FEED MILL, INC., a Kentucky corporation having a principal place of business at 251 West Loudon Avenue, Lexington, KY 40508 (hereinafter "Assignor"), owns the registrations and applications for the trademarks and service marks set forth on attached Schedule A (hereinafter referred to as the "Marks"), and

**WHEREAS**, FEEDERS SUPPLY COMPANY, LLC, a Kentucky limited liability company having a principal place of business at 315 Baxter Avenue, Louisville, KY 40204 (hereinafter "Assignee"), is desirous of acquiring any and all rights that Assignor may have in and to the Marks and the registrations therefor, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof;

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, and with the intent to be legally bound hereby, Assignor does hereby sell, convey, transfer and assign unto Assignee, its successors and assigns, all of Assignor's entire right, title and interest in, to and under the Marks and the registrations therefor in the United States and throughout the world together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof.

Assignor agrees to execute and deliver at the reasonable request of Assignee, such additional documents and to cooperate as reasonably necessary to complete and effectively consummate the assignment contemplated herein.

This Assignment can be executed simultaneously in two or more counterparts, each of which shall be deemed to be an original, but all of which shall constitute together but one and the same instrument.

**Assignor: FARMERS FEED MILL, INC.**

By:   
Signature

Name: ROBERT HALL, JR.  
Typed or Printed

Date: 01/04/17

Title: PRESIDENT

**Assignee: FEEDERS SUPPLY COMPANY, LLC**

By: \_\_\_\_\_  
Signature

Name: Pamela Gibson Longwell  
Typed or Printed

Date: \_\_\_\_\_

Title: President and Chief Executive Officer

**TRADEMARK ASSIGNMENT**

WHEREAS, FARMERS FEED MILL, INC., a Kentucky corporation having a principal place of business at 251 West Loudon Avenue, Lexington, KY 40508 (hereinafter "Assignor"), owns the registrations and applications for the trademarks and service marks set forth on attached Schedule A (hereinafter referred to as the "Marks"), and

WHEREAS, FEEDERS SUPPLY COMPANY, LLC, a Kentucky limited liability company having a principal place of business at 315 Baxter Avenue, Louisville, KY 40204 (hereinafter "Assignee"), is desirous of acquiring any and all rights that Assignor may have in and to the Marks and the registrations therefor, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and with the intent to be legally bound hereby, Assignor does hereby sell, convey, transfer and assign unto Assignee, its successors and assigns, all of Assignor's entire right, title and interest in, to and under the Marks and the registrations therefor in the United States and throughout the world together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof.

Assignor agrees to execute and deliver at the reasonable request of Assignee, such additional documents and to cooperate as reasonably necessary to complete and effectively consummate the assignment contemplated herein.

This Assignment can be executed simultaneously in two or more counterparts, each of which shall be deemed to be an original, but all of which shall constitute together but one and the same instrument.

**Assignor: FARMERS FEED MILL, INC.**

By: \_\_\_\_\_ Name: \_\_\_\_\_  
*Signature* *Typed or Printed*

Date: \_\_\_\_\_ Title: \_\_\_\_\_

**Assignee: FEEDERS SUPPLY COMPANY, LLC**

By: Pamela Gibson Longwell Name: Pamela Gibson Longwell  
*Signature* *Typed or Printed*

Date: January 3, 2017 Title: President and Chief Executive Officer

**SCHEDULE A**

**TRADEMARK REGISTRATIONS**

<b>Mark</b>	<b>Registration Number</b>	<b>Registration Date</b>
Club Paws (logo)	2,195,344	10/13/1998
CLUB PAWS	2,087,554	8/12/1997
INCREDIBLE PETS	2,177,865	8/4/1998
INCREDIPET	2,104,049	10/7/1997
IncrediPet (logo)	2,192,148	9/29/1998