

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM450877

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Gulf Coast Nutritionals, Inc.		10/27/2017	Corporation: FLORIDA
RECEIVING PARTY DATA			
Name:	Ark Naturals Company		
Doing Business As:			
Street Address:	6166 Taylor Road		
City:	Naples		
State/Country:	FLORIDA		
Postal Code:	34109		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 31			
Property Type	Number	Word Mark	
Serial Number:	86864676	DOG PARK NATURALS	
Serial Number:	86845389	PUMPKIN BARK	
Serial Number:	87426198	NU-RISH TO-GO	
Serial Number:	86136837	GRAY MUZZLE	
Serial Number:	77945954	ARK NATURALS	
Serial Number:	85097104	PAWS IN THE PIE	
Serial Number:	85472517	DOG PARK NATURALS	
Serial Number:	85873913		
Serial Number:	85516026	GRAY MUZZLE	
Serial Number:	86145853	ARK RESCUE PACK	
Serial Number:	86499721	EYES SO BRIGHT	
Serial Number:	86116390		
Serial Number:	77982918	PLAQUE-ZAPPER	
Serial Number:	85259995	FLEA FLICKER! TICK KICKER!	
Serial Number:	85097123	NO STAINS FUR ME	
Serial Number:	76183059	SEA "MOBILITY"	
Serial Number:	77792224	SEA MOBILITY JOINT RESCUE	
Serial Number:	85168254	SHED LESS! MESS LESS! HUG MORE!	

OP \$790.00 86864676

Property Type	Number	Word Mark
Serial Number:	85168140	DON'T SHED ON ME!
Serial Number:	77135321	BREATH-LESS
Serial Number:	77980169	BREATH-LESS
Serial Number:	77792190	BREATH-LESS CHEWABLE BRUSHLESS-TOOTHPAST
Serial Number:	85034984	NEEM PROTECT
Serial Number:	85034974	"PROTECT"
Serial Number:	85943278	HEART HEALTHY! WAGS PLENTY!
Serial Number:	85943283	BRAIN'S BEST FRIEND
Serial Number:	85943290	OLD DOGS! HAPPY JOINTS!
Serial Number:	75646568	JOINT "RESCUE"
Serial Number:	75646569	HAPPY TRAVELER
Serial Number:	75062066	NU-PET
Serial Number:	75646737	ARK NATURALS

CORRESPONDENCE DATA

Fax Number: 8032559831

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.

Phone: 704-417-3234

Email: ip@nelsonmullins.com

Correspondent Name: Nichole T. Hayden

Address Line 1: 301 S. College Street

Address Line 2: One Wells Fargo, 23rd FL

Address Line 4: Charlotte, NORTH CAROLINA 28202

NAME OF SUBMITTER:	Nichole T. Hayden
SIGNATURE:	/Nichole T. Hayden/
DATE SIGNED:	11/14/2017

Total Attachments: 5

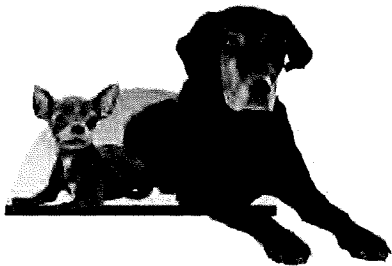

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TRADEMARK ASSIGNMENT


THIS TRADEMARK ASSIGNMENT (this "Trademark Assignment"), dated as of October 27, 2017, is entered into by and between Gulf Coast Nutritionals, Inc., d/b/a Ark Naturals Natural Product for Pets, a Florida corporation (the "Assignor"), and Ark Naturals Company, a Delaware corporation (the "Assignee").

RECITALS

WHEREAS, the Assignor and the Assignee are parties to certain Asset Purchase Agreements dated as of even date herewith (the "Purchase Agreement"), pursuant to which the Assignor agreed to sell, assign, transfer and convey certain assets to the Assignee, including the following marks and registrations with the United States Patent and Trademark Office (the "Trademarks"):

Mark	Serial No.	Status
DOG PARK NATURALS	86/864,676	Pending
PUMPKIN BARK	86/845,389	Pending
NU-RISH TO-GO	87/426,198	Pending
GRAY MUZZLE	86/136,837	Pending
ARK NATURALS	77/945,954	Registered
PAWS IN THE PIE	85/097,104	Registered
DOG PARK NATURALS	85/472,517	Registered
	85/873,913	Registered
GRAY MUZZLE	85/516,026	Registered
ARK RESCUE PACK	86/145,853	Registered
EYES SO BRIGHT	86/499,721	Registered
	86/116,390	Registered

PLAQUE-ZAPPER	77/982,918	Registered
FLEA FLICKER! TICK KICKER!	85/259,995	Registered
NO STAINS FUR ME	85/097,123	Registered
	76/183,059	Registered
SEA MOBILITY JOINT RESCUE	77/792,224	Registered
SHED LESS! MESS LESS! HUG MORE!	85/168,254	Registered
DON'T SHED ON ME!	85/168,140	Registered
BREATH-LESS	77/135,321	Registered
BREATH-LESS	77/980,169	Registered
BREATH-LESS CHEWABLE BRUSHLESS-TOOTHPASTE	77/792,190	Registered
NEEM PROTECT	85/034,984	Registered
"PROTECT"	85/034,974	Registered
HEART HEALTHY! WAGS PLENTY!	85/943,278	Registered
BRAIN'S BEST FRIEND	85/943,283	Registered
OLD DOGS! HAPPY JOINTS!	85/943,290	Registered
JOINT "RESCUE"	75/646,568	Registered
HAPPY TRAVELER	75/646,569	Registered
NU-PET	75/062,066	Registered
	75/646,737	Registered
Chinese Trademark Registrations		
ARK NATURALS	11029386	Registered
ARK NATURALS	11029385	Registered
	11064049	Registered

	11064048	Registered
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WHEREAS, Assignee is a successor to the business of the Assignor, or to the portion thereof to which the Trademarks pertain and such business is ongoing and existing; and

WHEREAS, the Assignor now desires to assign and transfer to the Assignee, and the Assignee desires to acquire from the Assignor, collectively, all of the Assignor's right, title and interest in and to the Trademarks and all goodwill associated therewith, in each case as provided for herein.

NOW, THEREFORE, in consideration of the mutual covenants and premises set forth in this Trademark Assignment, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignment of Trademarks. The Assignor hereby assigns, transfers and conveys to the Assignee and its respective successors and assigns, collectively, all of the Assignor's right, title and interest in and to (a) the Trademarks and all goodwill associated therewith, and (b) all rights to income and license fees deriving from the Trademarks to the extent earned after the date hereof, and (c) all causes of action, claims and rights to damages or profits arising by reason of any past, present or future infringements or unauthorized uses of the Trademarks, and the right to sue for and collect such damages or profits, in each case as permitted by law.

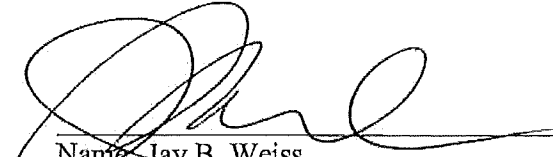
2. Miscellaneous. This Trademark Assignment is one of the Ancillary Agreements to be delivered in consummation of the transactions contemplated by the Purchase Agreement. Nothing contained in this Trademark Assignment shall be deemed to supersede, amend or modify any of the terms, conditions or provisions of any Purchase Agreement or any rights or obligations of any party under any Purchase Agreement. Capitalized terms used herein, but not defined herein, shall have the meanings ascribed to such terms in the applicable Purchase Agreement.

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IN WITNESS WHEREOF, the parties hereto have executed this Trademark Assignment as of the date first written above.

ASSIGNOR:

GULF COAST NUTRITIONALS, INC.



Name: Jay B. Weiss
Title: Chief Operating Officer

ASSIGNEE:

ARK NATURALS COMPANY

Name: Ben C. Wallace
Title: Secretary

[Signature Page to Trademark Assignment]

TRADEMARK
REEL: 006204 FRAME: 0924

IN WITNESS WHEREOF, the parties hereto have executed this Trademark Assignment as of the date first written above.

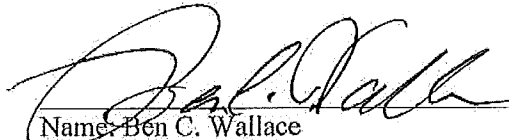
ASSIGNOR:

GULF COAST NUTRITIONALS, INC.

ASSIGNEE:

ARK NATURALS COMPANY

Name: Jay B. Weiss
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[Signature Page to Trademark Assignment]