

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM462046

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pedigree Dolls and Toys Limited		12/17/2017	Company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Mars, Incorporated		
Street Address:	6885 Elm Street		
City:	McLean		
State/Country:	VIRGINIA		
Postal Code:	22101		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3340411	PEDIGREE	
Registration Number:	5076567	PEDIGREE	
Registration Number:	5148938	PEDIGREE	
Registration Number:	5148939	PEDIGREE	
Registration Number:	5225799	PEDIGREE	
CORRESPONDENCE DATA			
Fax Number:	8774215097		
<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>			
Email:	mars.us.mp@effem.com		
Correspondent Name:	Sophie B. Anger		
Address Line 1:	Mars Goose Island, 930 West Evergreen Av		
Address Line 4:	Chicago, ILLINOIS 60642		
ATTORNEY DOCKET NUMBER:	Petcare-Pedigree (PDT)		
NAME OF SUBMITTER:	Robert Mayers		
SIGNATURE:	/robert mayers/		
DATE SIGNED:	02/14/2018		
Total Attachments: 1			

CH \$140.00 3340411

TRADEMARK ASSIGNMENT

WHEREAS, Pedigree Dolls and Toys Limited ("Assignor"), a company organized and existing under the laws of the United Kingdom, having an address of Beech Hill House, Walnut Gardens, Exeter, Devon EX4 4DH, United Kingdom, owns the following U.S. Trademark Registrations:

TRADEMARK	REG. NO	INTL. CLASS
PEDIGREE	3340411	16
PEDIGREE	5076567	16
PEDIGREE	5148938	25
PEDIGREE	5148939	16
PEDIGREE	5225799	28

(collectively, the "Registrations") ; and

WHEREAS, Mars, Incorporated ("Assignee"), a corporation organized and existing under the laws of the State of Delaware, having an address of 6885 Elm Street, McLean, Virginia 22101, United States, seeks to acquire all right, title, and interest in and to the Registrations.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee all right, title, and interest in and to the Registrations, together with the goodwill of the business symbolized by the Trademark for the registered goods.

The effective date of the assignment is December 12, 2017.

Pedigree Dolls and Toys Limited

BY: Jeremy G. Reynolds
NAME: JEREMY GEORGE REYNOLDS

TITLE: DIRECTOR

DATE: 14th February 2018