

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM470241

<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>
Blue Buffalo Company, Ltd.		12/30/2017	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Eco-Shell, Inc.		
<b>Street Address:</b>	10695 Decker Avenue		
<b>City:</b>	Los Molinos		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	96055		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4642472	ALPINE MEADOW	
<b>Registration Number:</b>	4654174	HERBAL ATTRACTION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4158362501		
<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>	4158352557		
<b>Email:</b>	tmfilings@dlapiper.com		
<b>Correspondent Name:</b>	Heather A. Dunn, Esq., DLA Piper LLP US		
<b>Address Line 1:</b>	555 Mission Street, Suite 2400		
<b>Address Line 2:</b>	354619-112/113		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94105-2933		
<b>ATTORNEY DOCKET NUMBER:</b>	354619-112		
<b>NAME OF SUBMITTER:</b>	Carissa Bouwer		
<b>SIGNATURE:</b>	/Carissa Bouwer/		
<b>DATE SIGNED:</b>	04/17/2018		
<b>Total Attachments: 3</b>			
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## TRADEMARK ASSIGNMENT

This Trademark Assignment, effective as of December 30, 2017 ("Effective Date"), is by and between Blue Buffalo Company, Ltd., a Delaware corporation, with an address of 11 River Road, Wilton, CT 06897 ("Assignor") and Eco-Shell, Inc., a California corporation with an address of 10695 Decker Avenue, Los Molinos, CA 96055 ("Assignee").

### RECITALS

WHEREAS, The parties entered into that certain Transition Agreement dated December 30, 2017 (the "Transition Agreement"), pursuant to which Assignor assigned to Assignee, and Assignee accepted, all right, title and interest in and to the Trademarks set forth in attached Schedule A, together with any and all common law rights and goodwill associated therewith (the "Trademarks");

NOW THEREFORE, in exchange for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, the parties agree and confirm as follows:

### ASSIGNMENT

Assignor hereby confirms the transfer, sale, assignment, conveyance and delivery to Assignee and its successors and assigns, of Assignor's entire right, title and interest in and to the Trademarks, together with the goodwill associated therewith, as of the Effective Date.

Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States of America and the empowered officials performing the same or substantially same function as the Commissioner of Patents and Trademarks of the United States of America of all other governments to issue or transfer all Trademarks to Assignee, as assignee of the entire right, title, and interest therein, or otherwise as Assignee may direct and to record and register this Assignment Agreement upon request by Assignee, its successors, assigns and legal representatives, or to such nominees as it may designate.

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be duly executed on their respective behalf, or by their respective officers thereunto duly authorized, all as of the day and year first above written.

This Trademark Assignment may be signed in counterparts if necessary, each of which will be deemed an original.

"ASSIGNOR"

"ASSIGNEE"

BLUE BUFFALO COMPANY, LTD.

ECO-SHELL, INC.

BY:  \_\_\_\_\_

BY:  \_\_\_\_\_

PRINTED NAME: Lawrence Miller  
TITLE: SVP & General Counsel

PRINTED NAME: MICHAEL WALLACE  
TITLE: PRESIDENT C.FO

SCHEDULE A – TRADEMARKS

<u>MARK</u>	<u>COUNTRY</u>	<u>REG. NO.</u>
ALPINE MEADOW	USA	4642472
HERBAL ATTRACTION	USA	4654174
NATURALLY FRESH	USA	Common Law