

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM472496

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
M.I. Industries, Incorporated		05/01/2018	Corporation: NEBRASKA
RECEIVING PARTY DATA			
Name:	Superior Farms Pet Provisions, LLC		
Street Address:	6621 Midway Road		
City:	Dixon		
State/Country:	CALIFORNIA		
Postal Code:	95620		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3761245	M.I. HAPPY PET	
Registration Number:	3831821	M.I. HAPPY PET	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Phone:	650-560-8443		
Email:	trademarks@priplaw.com		
Correspondent Name:	Barry J. Parker, Esq.		
Address Line 1:	80 N. Cabrillo Hwy., Suite Q-505		
Address Line 2:	Parker Rightside IP Law		
Address Line 4:	Half Moon Bay, CALIFORNIA 94019		
NAME OF SUBMITTER:	Barry J. Parker		
SIGNATURE:	/Barry J. Parker/		
DATE SIGNED:	05/03/2018		
Total Attachments: 2			
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source=Trademark Assignment - MI Happy Pet (20180501)#page2.tif			

OP \$65.00 3761245

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (“Assignment”), dated as of this first day of May, 2018, is made and entered into by M.I. Industries, Incorporated, a Nebraska corporation (“Assignor”), in favor of Superior Farms Pet Provisions, LLC, a ^{California}~~California~~ ^{Delaware} limited liability company (the “Assignee”).

AG 

WHEREAS, Assignor is the owner of the following trademarks:

- M.I. HAPPY PET, a standard character mark that is the subject of common law rights and a registration with the U.S. Patent and Trademark Office, Registration No. 3,761,245;
- M.I. HAPPY PET and Design, a composite mark (depicted below) that is the subject of common law rights and a registration with the U.S. Patent and Trademark Office, Registration No. 3,831,821:



WHEREAS, Assignor desires to assign to Assignee, and Assignee desires to acquire from Assignor, all rights, title and interest in and to all of the above-identified marks (collectively, the “Marks”) and registrations (collectively, the “Registrations”), including, without limitation, all common law rights relating to the Marks and all renewals and extensions that may be granted in connection with the Registrations, together with the goodwill of Assignor’s business associated with the Marks and Registrations;

NOW, THEREFORE, for the amount of US \$1.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. Assignor hereby assigns, sells and sets over to Assignee all rights, title and interest in and to the Marks and Registrations, together with the goodwill of Assignor’s business symbolized by the Marks and Registrations, and all other rights that Assignor has enjoyed thereunder as trademarks, service marks, trade names, domain names and otherwise, including, without limitation, all rights and remedies based upon past infringement (including the right to sue and collect damages and profits for such infringement).

2. Assignor covenants and agrees that it will, at any time, on request, execute and deliver any and all papers that may be necessary or desirable to perfect the title to the aforementioned assets and rights assigned by this Assignment.

{signature page immediately follows}

IN WITNESS WHEREOF, the Assignor has executed this Assignment as of the day and year first above written.

M.I. INDUSTRIES, INCORPORATED

By: *Aaron Grimm*
Name: Aaron Grimm
Title: Chief Operating Officer

STATE OF MISSOURI)
) ss:
COUNTY OF ST. LOUIS)

On this 27th day of April in the year 2018, before me, Alfreda Johnson, a Notary Public in and for said state, personally appeared Aaron Grimm, Chief Operating Officer, M.I. Industries, Incorporated, a Nebraska corporation, known to me to be the person who executed the within assignment in behalf of said corporation and acknowledged to me that he executed the same for the purposes therein stated.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year last above written.

Alfreda Johnson
Notary Public

My Commission Expires: March 03, 2021

