

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM511790

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Gen7, INC.		11/16/2018	Corporation:
RECEIVING PARTY DATA			
Name:	DOSKOCIL MANUFACTURING COMPANY, INC		
Street Address:	2300 E. Randol Mill Road		
City:	ARLINGTON		
State/Country:	TEXAS		
Postal Code:	76011		
Entity Type:	Corporation: TEXAS		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	4948299	COOL-AIR COT	
Registration Number:	5409124	CARRY-ME SLEEPER	
Serial Number:	87788187	G7P	
Registration Number:	5409125	GEN7 COMMUTER	
Registration Number:	5114746	GEN7PETS	
Serial Number:	87787797	GEN7PETS	
Registration Number:	5391191	GEN7PETS TRAVELER	
Registration Number:	4973069	NATURAL-STEP	
Registration Number:	4538965	SMART-FEATURES	
Serial Number:	87847112	SNUGGLE POCKET	
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:	2022930444		
Email:	abaggett@giplaw.com		
Correspondent Name:	Global IP Counselors LLP		
Address Line 1:	1233 Twentieth Street, N.W., Suite 600		
Address Line 4:	Washington, D.C. 20036		

CH \$265.00 4948299

NAME OF SUBMITTER:	Michael t. murphy
SIGNATURE:	/Michael T. Murphy/
DATE SIGNED:	02/27/2019
Total Attachments: 3 source=Trademarks#page1.tif source=Trademarks#page2.tif source=Trademarks#page3.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Gen7, INC., a Pennsylvania corporation ("Assignor"), owns all right, title, and interest in the trademarks, trademark applications, and trademark registrations shown on the attached Schedule A, incorporated herein for all purposes, and any related common law rights, including the goodwill of the business in which the respective marks are used and symbolized by the respective marks associated therewith (the "Trademarks");

WHEREAS, Doskocil Manufacturing Company, Inc., a Texas corporation with its principal place of business located in Arlington, Texas ("Assignee"), is acquiring certain of the assets of Assignor, including the Trademarks, pursuant to an Asset Purchase Agreement dated November 16, 2018 between Assignor and Assignee (the "Asset Purchase Agreement"); and

WHEREAS, in connection with such Asset Purchase Agreement, Assignee shall acquire all rights throughout the world in and to the Trademarks and any applications and registrations therefor, together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, along with the right to recover damages and profits for past and future infringements thereof.

NOW, THEREFORE, for the good and valuable consideration set forth in the Asset Purchase Agreement, the sufficiency of which is hereby acknowledged, Assignor agrees and confirms that as of the Effective Date of November 16, 2018, it does hereby sell, assign, and transfer unto Assignee all right, title, and interest in and to the Trademarks and any applications or registrations therefor, with all common law rights therein, together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, all renewals thereof, and all rights of action, powers, and benefits accrued thereto, including the right to sue for and collect damages and profits for past and future infringements thereof.

DATED 11/16/18

Gen7, Inc.

By: Todd A. Orlando

Name: Todd A. Orlando

Title: CEO

Schedule A

All corporate and product trademarks (Registrations and Pending U.S. Federal Applications)

1. COOL-AIR COT

Supplemental Reg. 4,948,299

Registered 04/26/2016 §§8/9 DUE 04/26/2021 -
04/26/2022

Request Transfer to Principal Register as early as 04/26/2021

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "COT" APART FROM THE
MARK AS SHOWN

2. CARRY-ME SLEEPER

Reg. 5,409,124 Registered 02/20/2018 §§8/9 DUE 02/20/2023 -
02/20/2024

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SLEEPER" APART FROM
THE MARK AS SHOWN

3. G7P

S/N 877788,187 Pending f/d 02/07/2018 Notice of Allowance
09/04/18

Statement of Use or Extension Request DUE 03/04/2019

The color(s) red for the number "7" is/are claimed as a feature of the mark. The
mark consists of the capital letter G, a lowered red-colored 7, and the capital letter P.

4. GEN7 COMMUTER

Reg. 5,409,125 Registered 02/20/2018 §§8/9 DUE 02/20/2023 -
02/20/2024

5. GEN7PETS

Reg. 5,114,746 Registered 01/03/2017 §§8/9 DUE 01/03/2022 -
01/03/2023

6. GEN7PETS

S/N 877787,797 Pending f/d 02/07/2018 Notice of Allowance
09/04/18

Statement of Use or Extension Request DUE 03/04/2019

The color(s) red for the number "7" is/are claimed as a feature of the mark. The
mark consists of the letters GEN, a lowered red-colored 7, and the word PETS

7. GEN7PETS TRAVELER

Reg. 5,391,191 Registered 01/30/2018 §§8/9 DUE 01/30/2023 -
01/30/2024

8. NATURAL STEP

Reg. 4,973,069 Registered 06/07/2016 §§8/9 DUE 06/07/2021 -
06/07/2022

9. SMART-FEATURES
Reg. 4,538,965 Registered 05/27/2014 §§8/9 DUE 05/27/2019 -
05/27/2020

10. SNUGGLE-POCKET
S/N 87/847.1.12 Pending f/d.03/23/2018 Statement of Use Filed
08/30/2018

11. Proposed Mark: SMART-LEVEL

12. Proposed Mark: ROLLER-CARRIER