

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM593135

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900561895
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
VIP Topco Pty Limited		06/18/2019	Proprietary Limited Company: AUSTRALIA

RECEIVING PARTY DATA

Name:	RPFCEBidco Pty Limited
Street Address:	39-47 Albany Street
City:	Crows Nest, New South Wales
State/Country:	WALES
Postal Code:	2065
Entity Type:	Proprietary Limited Company: WALES

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	5462173	BILLY + MARGOT
Registration Number:	5568978	CIRCLE OF NUTRITION SUSTAIN 1 ENHANCE 2
Registration Number:	5462176	
Registration Number:	3734901	FARMERS MARKET
Registration Number:	5548219	FM FARMERS MARKET X
Registration Number:	5257867	FROM NATURE TO BOWL
Registration Number:	5522549	IVORY COAT
Registration Number:	5392816	M.I.N.T. MACRO INFUSION OF NUTRIENTS TEC
Registration Number:	5108032	REAL PET FOOD COMPANY
Serial Number:	88075873	

CORRESPONDENCE DATA

Fax Number: 2157027273

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: 2156657273

Email: cmiller@cozen.com

Correspondent Name: Camille M. Miller

TRADEMARK

Address Line 1: 1650 Market Street, Suite 2800, One Libe
Address Line 2: One Liberty Place
Address Line 4: Philadelphia, PENNSYLVANIA 19103

ATTORNEY DOCKET NUMBER: BHF

DOMESTIC REPRESENTATIVE

Name: Camille M. Miller, Cozen O'Connor
Address Line 1: 1650 Market Street, Suite 2800
Address Line 2: One Liberty Place
Address Line 4: Philadelphia, PENNSYLVANIA 19103

NAME OF SUBMITTER: Camille M. Miller

SIGNATURE: /Camille M. Miller/

DATE SIGNED: 08/20/2020

Total Attachments: 29

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IP Assignment Agreement

RPFCEBidco Pty Limited

ACN 621 969 855

and

The companies set out in Annexure A

Relating to the transfer of Real Pet Food
Company Intellectual Property

THIS AGREEMENT is made on

18 June

2019

BETWEEN:

- (1) **RPF CBidco Pty Limited** ACN 621 969 855 whose registered office is 39-47 Albany Street, Crows Nest, New South Wales 2065 (the **Assignee**); and
- (2) The companies set out in Annexure A (the **Assignors**).

RECITALS:

- (A) The parties, among others, have entered into an Asset Sale Agreement dated [on or about the date of this document (**Main Agreement**)].
- (B) The Assignors are the owners of the Business IP.
- (C) Under the Main Agreement, the Assignors are required to assign the Business IP to the Assignee.
- (D) The Assignors agree to assign the Business IP to the Assignee on the terms of this document.

THE PARTIES AGREE AS FOLLOWS:

1. **INTERPRETATION**

1.1 **Definitions**

The following definitions apply in this document.

Business IP means the Intellectual Property set out in Annexure B and Intellectual Property registered or filed for registration on an IP Register by an Assignor after the date of this document, provided that the Assignor notifies the Assignee of the details of the Intellectual Property. For the avoidance of doubt, excludes any Intellectual Property owned by an Assignor that is not set out in Annexure B or notified to the Assignee by the Assignor after the date of this document.

Conditions Precedent means the conditions set out in clauses 3.1(a) and 3.1(b) of the Main Agreement.

Effective Date means the date of 'First Completion' under the Main Agreement.

Intellectual Property means all present and future rights conferred by law in or in relation to copyright, trade marks, trade names, brand names, product names or logos, designs, patents, circuit layouts, plant varieties, domain and business names, inventions and confidential information, and other results of intellectual activity in the industrial, commercial, scientific, literary or artistic fields whether or not registrable or patentable, registered or unregistered.

These rights include:

- (a) all rights in all applications to register these rights;
- (b) all renewals and extensions of these rights; and
- (c) all rights in the nature of these rights, excluding Moral Rights.

IP Registers means the public registers anywhere in the world recording registered Intellectual Property.

Main Agreement means the Asset Sale Agreement between the parties, among others, as described in Recital A.

Registered IP means the Business IP recorded in the name of any of the Assignors on the IP Registers at the Effective Date and/or the Business IP in respect of which the Assignor has a right to such recordal as at the Effective Date.

1.2 **Inconsistency**

If a provision of this document is inconsistent with a provision of the Main Agreement, the provision in the Main Agreement prevails.

2. **CONDITIONALITY**

Clauses 3 and 4 of this document will have no force and effect until such time as the Conditions Precedent have been satisfied or waived in accordance with the terms of the Main Agreement.

3. **ASSIGNMENT**

With effect from the Effective Date, each Assignor, as legal and beneficial owner, assigns to the Assignee (or the Assignee's nominee) absolutely all its right, title and interest subsisting in and to the Business IP with effect from the Effective Date and, including:

- (a) in respect of any Registered IP, all rights for the remainder of the term of those rights, including all renewals and extensions in the jurisdiction specified in Annexure B;
- (b) any common law rights;
- (c) the right to be registered or recorded as the owner of the Registered IP on IP Registers;
- (d) the right to sue for, and recover, damages and other relief in relation to any infringement of any of the rights assigned by this document (including for conversion or detention) including any that may have occurred before the Effective Date; and
- (e) the right to claim Paris Convention priority for any Trade Mark set out in Annexure B if applicable.

4. **FURTHER ASSURANCES**

- (a) Each party agrees, at its own expense, to do anything reasonably requested by another party (such as signing and producing documents) as may be necessary or desirable to enable the Assignee to become registered as the owner of the Business IP as applicable.
- (b) Without limiting clause 4(a), each Assignor must, at its cost:
 - (i) ensure that a copy of all documents concerning the Registered IP held by the Assignor are delivered to the Assignee or its nominee within 20 days of the Effective Date; and
 - (ii) use reasonable endeavours to procure that a copy of all documents concerning the Registered IP held by the Assignor's solicitors, attorneys or agents are (if reasonably required) made available to the Assignee upon 48 hours written notice being provided by the Assignee or its nominee.

5. **GENERAL**

5.1 **Counterparts**


- (a) This document may be executed in counterparts.
- (b) Delivery of a counterpart of this document by email attachment (pdf) constitutes an effective mode of delivery.

5.2 **Governing law**

- (a) This document and any dispute arising out of or in connection with the subject matter of this document is governed by the laws of the State of New South Wales.
- (b) Each party submits to the exclusive jurisdiction of the courts of that State and courts of appeal from them, in respect of any proceedings arising out of or in connection with the subject matter of this document.

EXECUTED as an **AGREEMENT**.

SIGNED for RPFEBIDCO PTY LIMITED
ACN 621 969 855 under power of
attorney in the presence of:



Signature of witness

Rahul Patel

Name



Signature of attorney


David Grant

Name

9 April 2019

Date of power of attorney

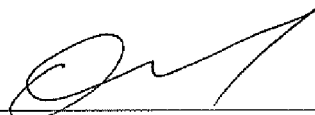
SIGNED for VIP TOPCO PTY LIMITED
ACN 605 943 486 under power of
attorney in the presence of:



Signature of witness

Rahul Patel

Name



Signature of attorney

David Grant

Name

9 April 2019

Date of power of attorney

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TRADEMARK
REEL: 007019 FRAME: 0723

ANNEXURE A

Assignors

	Company Name	ACN	Notice details
1.	VIP Topco Pty Limited	ACN 605 943 486	Address: 39-47 Albany Street, Crows Nest, New South Wales 2065 Email: Andrew Townend Andrew.Townend@realpetfoodco.com.au
2.			
3.			
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ANNEXURE B

Business IP

Classes	Country of IP Register	Filing or Reg Number	Filing or Reg Date	Mark	Status	Assignor
31	Australia	1087368	23/11/2005	BOX 1	Registered	APB Leasing Pty Ltd
31	Australia	490564	06/07/1988	BUSH'S	Registered	APB Leasing Pty Ltd
31	Australia	1065733	20/07/2005	COUNTRY KENNEL	Registered	APB Leasing Pty Ltd
31	Australia	1505453	31/07/2012	DINKUM DINNER FINEST QUALITY PET FOODS (stylised) & device	Registered	APB Leasing Pty Ltd
31	Australia	868450	08/03/2001	DIVINE	Registered	APB Leasing Pty Ltd
31	Australia	1275882	05/12/2008	PAWS FRESH (stylised) & device	Registered	Fresh Pet Food Investments Pty Ltd
31	Australia	1065056	14/07/2005	paws fresh pet food	Registered	Fresh Pet Food Investments Pty Ltd
31	Australia	1065079	15/07/2005	PAWS FRESH PET FOOD	Registered	Fresh Pet Food Investments Pty Ltd
31	Australia	843553	24/07/2000	NATURE'S OWN PET FOOD	Registered	Pet's Tucker Time Pty Limited
31	Australia	582076	09/07/1992	TUCKER TIME FOR PETS (stylised) & device	Registered	Pet's Tucker Time Pty Limited
31 & 35	Australia	1669282	15/01/2015	AUSTRALIAN PET BRANDS (stylised & device)	Registered	Petfood (IP) Pty Ltd
31	Australia	1545416	19/03/2013	Nature's Gift	Registered	Petfood Holdings Pty Ltd
31	Australia	1523759	13/11/2012	Nature's Gift Dental Care Sticks	Registered	Petfood Holdings Pty Ltd
31	Australia	1522223	02/11/2012	Nature's Gift Joint Care for Dogs	Registered	Petfood Holdings Pty Ltd
31	Australia	1658374	14/11/2014	Nature's Gift Just Natural	Registered	Petfood Holdings Pty Ltd
31	Australia	1541098	25/02/2013	Nature's Gift Just Natural Gourmet	Registered	Petfood Holdings Pty Ltd
31	Australia	1541097	25/02/2013	Nature's Gift Just Natural Meal Time	Registered	Petfood Holdings Pty Ltd
31	Australia	1551922	18/04/2013	Nature's Gift Just Natural Nourish	Registered	Petfood Holdings Pty Ltd
31	Australia	1522222	02/11/2012	Nature's Gift Mini Treats	Registered	Petfood Holdings Pty Ltd
31	Australia	1522208	02/11/2012	Nature's Gift Since 1994	Registered	Petfood Holdings Pty Ltd
31	Australia	1545413	19/03/2013	NATURE'S GIFT SINCE 1994 (stylised) & Tag device	Registered	Petfood Holdings Pty Ltd
31	New Zealand	1031750	13/11/2015	NATURE'S GIFT SINCE 1994 (stylised) and device	Registered	Petfood Holdings Pty Ltd
31	Australia	865002	31/01/2001	Chunkers	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.

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Classes	Country of IP Register	Filing or Reg Number	Filing or Reg Date	Mark	Status	Assignor
31	Australia	752057	05/01/1998	DIGGER DOG FOOD (stylised)	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	1813755	06/12/2016	DOCTOR B APPROVED (sty & dvc)	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
5 & 31	Australia	1405246	24/01/2011	DOCTOR B APPROVED (stylised & device)	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	1845272	17/05/2017	DOCTOR B'S (stylised) & disc device	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	1785552	25/07/2016	DOCTOR B'S BARF	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	1785553	25/07/2016	DOCTOR B'S BARF (stylised & device)	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	1812452	30/11/2016	FEED THEIR TRUE NATURE	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	1063453	05/07/2005	FUSSY CAT	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	1063723	07/07/2005	FUSSY CAT (stylised & device)	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	803677	16/08/1999	MEGA-BITE (stylised & device)	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	1441314	08/08/2011	NATURES GOODNESS	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	1505461	31/07/2012	NATURES GOODNESS V.I.P. PETFOODS GRAINFREE+ NUTRITION ALL NATURAL HOLISTIC device	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	716252	29/08/1996	PROTA	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31 & 35	Australia	1663209	09/12/2014	V.I.P. Petfoods	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	1575647	20/08/2013	V.I.P. PETFOODS (stylised) & device	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	1455253	27/10/2011	VIP Gourmet Catz	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	676123	25/10/1995	VIP PET FOOD PRODUCTS (stylised) & device	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	European Union	15696618	15/11/2016	DOCTOR B'S BARF (stylised & device)	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Hong Kong	304016934	10/01/2017	DOCTOR B'S BARF	Pending	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Hong Kong	304016943	10/01/2017	DOCTOR B'S BARF (stylised & device)	Pending	V.I.P. Petfoods (Aust.) Pty. Ltd.
31 & 35	Hong Kong	304517992	07/05/2018	IVORY COAT	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31 & 35	Hong Kong	304518018	07/05/2018	NATURES GOODNESS (sty & dvc)	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	IR	1159504	09/04/2013	FUSSY CAT	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	IR	1162089	09/04/2013	FUSSY CAT (stylised) & cat device	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	IR	1160274	09/04/2013	NATURES GOODNESS	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Malaysia	2016054966	22/03/2016	Farmer's Market Pet Foods	Pending	V.I.P. Petfoods (Aust.) Pty. Ltd.

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Classes	Country of IP Register	Filing or Reg Number	Filing or Reg Date	Mark	Status	Assignor
31	New Zealand	700564	20/07/2004	FUSSY CAT (stylised) & cat device	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	New Zealand	700560	20/07/2004	V.I.P. PETFOODS (stylised) & device	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Singapore	40201802279V	05/02/2018	DOCTOR B'S BARF	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Singapore	40201802285P	05/02/2018	DOCTOR B'S BARF (sty & dvc)	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Taiwan	1808309	01/12/2016	Farmer's Market Pet Foods	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31 & 35	Taiwan	1966254	16/01/2019	NATURES GOODNESS (sty & dvc)	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	USA	4653997	09/12/2014	V.I.P. PETFOODS	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	USA	4591616	26/08/2014	V.I.P. PETFOODS (stylised)	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
5 & 31	Australia	1880081	13/10/2017	love 'em (stylised) & heart device	Registered	Vet's Best Products Pty Ltd
31	Australia	767578	16/07/1998	love 'em (stylised) & heart device	Registered	Vet's Best Products Pty Ltd
31	Australia	985470	20/01/2004	power treats	Registered	Vet's Best Products Pty Ltd
31	Australia	762152	14/05/1998	REWARDS	Registered	Vet's Best Products Pty Ltd
5 & 31	Australia	1880080	13/10/2017	V VET'S BEST (stylised)	Registered	Vet's Best Products Pty Ltd
31	Australia	733213	29/04/1997	V VET'S BEST PRODUCTS PTY LTD (stylised & device)	Registered	Vet's Best Products Pty Ltd
31	Brazil	825802296	19/06/2007	love 'em (stylised) & heart device	Registered	Vet's Best Products Pty Ltd
31	China	27455983	14/11/2017	love 'em (stylised) & heart device	Pending	Vet's Best Products Pty Ltd
31	European Union	3459047	28/02/2005	love'em (stylised) & Heart device	Registered	Vet's Best Products Pty Ltd
31	European Union	3457496	28/02/2005	V VET'S BEST (stylised) & Heart device	Registered	Vet's Best Products Pty Ltd
31	Hong Kong	300102554	16/03/2004	love'em (stylised) & Heart device	Registered	Vet's Best Products Pty Ltd
5, 31	Hong Kong	304309704	23/03/2018	V VET'S BEST (stylised & device)	Registered	Vet's Best Products Pty Ltd
31	IR	831536	02/06/2004	love 'em (stylised) & heart device	Registered	Vet's Best Products Pty Ltd
5 & 31	IR	1408660	11/04/2018	love'em (stylised) & Heart device	IR - pending designations	Vet's Best Products Pty Ltd
5 & 31	IR	1408638	11/04/2018	V VET'S BEST (stylised)	IR - pending designations	Vet's Best Products Pty Ltd
31	Japan	4762421	09/04/2004	love'em (stylised) & Heart device	Registered	Vet's Best Products Pty Ltd

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Classes	Country of IP Register	Filing or Reg Number	Filing or Reg Date	Mark	Status	Assignor
31	Japan	4762420	09/04/2004	V VET'S BEST (stylised) & Heart device	Registered	Vet's Best Products Pty Ltd
31	New Zealand	313228	11/01/2001	love 'em (stylised) & heart device	Registered	Vet's Best Products Pty Ltd
31	New Zealand	313231	27/01/2000	REWARDS	Registered	Vet's Best Products Pty Ltd
31	New Zealand	313230	27/01/2000	ROO CHEWS	Registered	Vet's Best Products Pty Ltd
31	New Zealand	313229	07/09/2000	SPRINKLES	Registered	Vet's Best Products Pty Ltd
31	New Zealand	290342	08/02/1999	V VET'S BEST (stylised)	Registered	Vet's Best Products Pty Ltd
31	Taiwan	1917598	01/06/2018	love 'em	Registered	Vet's Best Products Pty Ltd
5 & 31	Taiwan	1928317	16/07/2018	V VET'S BEST (stylised)	Registered	Vet's Best Products Pty Ltd
5 & 31	Thailand	170137689	25/10/2017	love 'em (stylised) & heart device	Pending	Vet's Best Products Pty Ltd
5 & 31	Thailand	170137688	25/10/2017	V VET'S BEST (stylised)	Pending	Vet's Best Products Pty Ltd
31	UK	2204149	27/07/1999	love 'em (stylised) & heart device	Registered	Vet's Best Products Pty Ltd
31	UK	2159061	24/02/1998	V VET'S BEST (stylised)	Registered	Vet's Best Products Pty Ltd
31	Australia	1610233	13/03/2014	AUSTRALIAN NATURAL HEALTH (stylised)	Registered	Vetco Australia Pty Ltd
3, 31 & 35	Australia	1561513	05/06/2013	IVORY COAT COMPANION GOODS (stylised) & Dog device	Registered	Vetco Australia Pty Ltd
35	China	31162619	25/05/2018	Ai Rui Kou (For IVORY COAT in Chinese)	Accepted	Vetco Australia Pty Ltd
31	China	31162620	25/05/2018	Ai Rui Kou (For IVORY COAT in Chinese)	Accepted	Vetco Australia Pty Ltd
31	China	21081179	28/08/2018	Dog Device	Registered	Vetco Australia Pty Ltd
31	China	17569276	21/09/2016	IVORY COAT	Registered	Vetco Australia Pty Ltd
3	China	17569277	28/09/2016	IVORY COAT	Registered	Vetco Australia Pty Ltd
35	China	21081186	28/10/2017	IVORY COAT	Registered	Vetco Australia Pty Ltd
35	China	33973148	11/10/2018	Ivory Coat (logo)	Pending	Vetco Australia Pty Ltd
31	China	33981082	11/10/2018	Ivory Coat (logo)	Pending	Vetco Australia Pty Ltd
3	China	33965092	11/10/2018	Ivory Coat logo	Pending	Vetco Australia Pty Ltd
3, 31 & 35	New Zealand	1047573	26/07/2016	IVORY COAT COMPANION GOODS (stylised & device)	Registered	Vetco Australia Pty Ltd
31 & 35	Taiwan	107075600	22/11/2018	IVORY COAT (Ai Rui Kou) in Chinese	Pending	Vetco Australia Pty Ltd
3 & 31	Australia	1805821	28/10/2016	BILLY + MARGOT	Registered	VIP Topco Pty Limited

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Classes	Country of IP Register	Filing or Reg Number	Filing or Reg Date	Mark	Status	Assignor
31	Australia	1921406	20/04/2018	Cat device	Registered	VIP Topco Pty Limited
31	Australia	1888598	20/06/2018	CAT FÜD	Registered	VIP Topco Pty Limited
31	Australia	1862138	28/07/2017	CIRCLE OF NUTRITION (sty & dvc)	Registered	VIP Topco Pty Limited
3 & 31	Australia	1805822	28/10/2016	Dog & Butterfly device	Registered	VIP Topco Pty Limited
31	Australia	1888599	21/11/2017	DOG FÜD	Registered	VIP Topco Pty Limited
31	Australia	1885090	06/11/2017	FARMERS MARKET	Pending	VIP Topco Pty Limited
31	Australia	1773463	27/05/2016	FARMERS MARKET (stylised)	Registered	VIP Topco Pty Limited
31	Australia	1868481	24/08/2017	FROM NATURE TO BOWL	Registered	VIP Topco Pty Limited
3 & 31	Australia	1856658	05/07/2017	IVORY COAT	Registered	VIP Topco Pty Limited
31	Australia	1852776	19/06/2017	LOVE COMES NATURALLY	Registered	VIP Topco Pty Limited
3, 31, 35, 36 & 39	Australia	1905766	08/02/2018	OUTBACK GIVEBACK	Registered	VIP Topco Pty Limited
3, 31, 35, 36 & 39	Australia	1905767	08/02/2018	OUTBACK GIVEBACK (stylised) & device	Registered	VIP Topco Pty Limited
31 & 35	Australia	1903099	29/01/2018	Real LOVE. Real FOOD. Real ETHICS.	Registered	VIP Topco Pty Limited
18 & 44	Australia	1722722	18/09/2015	REAL PET FOOD COMPANY	Registered	VIP Topco Pty Limited
5	Australia	1838809	18/09/2015	REAL PET FOOD COMPANY	Registered	VIP Topco Pty Limited
35	Australia	1801906	11/10/2016	REAL PET FOOD COMPANY (sty)	Registered	VIP Topco Pty Limited
5, 18, 31 & 44	Australia	1722721	18/09/2015	REAL PET FOOD COMPANY (stylised)	Registered	VIP Topco Pty Limited
3 & 31	Australia	1834738	29/03/2017	SOME BONDS ARE UNBREAKABLE	Registered	VIP Topco Pty Limited
31	Australia	1883159	30/05/2018	STOCKMAN & PADDOCK	Registered	VIP Topco Pty Limited
3 & 31	Canada	1834117	24/04/2017	BILLY + MARGOT	Pending	VIP Topco Pty Limited
31	Canada	1892247	06/04/2018	CIRCLE OF NUTRITION (sty & dvc)	Pending	VIP Topco Pty Limited
3 & 31	Canada	1834121	24/04/2017	Dog & butterfly device	Pending	VIP Topco Pty Limited
31	Canada	1838397	18/05/2017	FARMERS MARKET	Accepted	VIP Topco Pty Limited
31	Canada	1835149	01/05/2017	FARMERS MARKET (stylised)	Accepted	VIP Topco Pty Limited

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Classes	Country of IP Register	Filing or Reg Number	Filing or Reg Date	Mark	Status	Assignor
31	Canada	1853674	22/08/2017	IVORY COAT	Accepted	VIP Topco Pty Limited
31	Canada	1763973	19/01/2016	REAL PET FOOD COMPANY	Accepted	VIP Topco Pty Limited
31	Canada	1763974	19/01/2016	REAL PET FOOD COMPANY (stylised)	Accepted	VIP Topco Pty Limited
35	China	33422599	10/09/2018	Bi Le Ma Ge (For BILLY + MARGOT in Chinese)	Pending	VIP Topco Pty Limited
31	China	33431682	10/09/2018	Bi Le Ma Ge (For BILLY + MARGOT in Chinese)	Accepted	VIP Topco Pty Limited
3	China	24622445	21/06/2018	BILLY + MARGOT	Registered	VIP Topco Pty Limited
31	China	24622446	12/06/2017	BILLY + MARGOT	Pending	VIP Topco Pty Limited
35	China	26960014	19/10/2017	BILLY + MARGOT	Pending	VIP Topco Pty Limited
31	China	30548830	27/04/2018	Cat device	Accepted	VIP Topco Pty Limited
35	China	29634213	16/03/2018	CAT FUD	Accepted	VIP Topco Pty Limited
31	China	29634214	16/03/2018	CAT FUD	Accepted	VIP Topco Pty Limited
31	China	30548829	27/04/2018	CAT FUD and cat device	Accepted	VIP Topco Pty Limited
35	China	31202710	28/05/2018	Chun Zhen (For NATURES GOODNESS in Chinese)	Pending	VIP Topco Pty Limited
31	China	31202711	28/05/2018	Chun Zhen (For NATURES GOODNESS in Chinese)	Pending	VIP Topco Pty Limited
31	China	24622444	21/06/2018	Dog & butterfly device	Registered	VIP Topco Pty Limited
3	China	24622447	21/06/2018	Dog & butterfly device	Registered	VIP Topco Pty Limited
35	China	29634211	16/03/2018	DOG FUD	Accepted	VIP Topco Pty Limited
31	China	29634212	16/03/2018	DOG FUD	Accepted	VIP Topco Pty Limited
35	China	26960012	19/10/2017	FARMERS MARKET (sty & dvc)	Accepted	VIP Topco Pty Limited
31	China	20846060	02/08/2016	FARMERS MARKET (stylised)	Accepted	VIP Topco Pty Limited
35	China	36314061	12/02/2019	MIAO MI	Pending	VIP Topco Pty Limited
31	China	36321006	12/02/2019	MIAO MI	Pending	VIP Topco Pty Limited
35	China	31162615	25/05/2018	Miao Mi (for FUSSY CAT in Chinese)	Accepted	VIP Topco Pty Limited
31	China	31162616	25/05/2018	Miao Mi (for FUSSY CAT in Chinese)	Accepted	VIP Topco Pty Limited
31	China	26758108	09/10/2017	NATURES GOODNESS (sty & device)	Pending	VIP Topco Pty Limited
35	China	26960013	19/10/2017	NATURES GOODNESS (sty & dvc)	Pending	VIP Topco Pty Limited

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Classes	Country of IP Register	Filing or Reg Number	Filing or Reg Date	Mark	Status	Assignor
31	China	19175231	07/04/2017	NUTRI GENUS A NEW CLASS OF SUPER NUTRITION (stylised)	Registered	VIP Topco Pty Limited
31	China	19175313	28/12/2017	REAL PET FOOD COMPANY (stylised)	Registered	VIP Topco Pty Limited
31	China	27180572	07/10/2018	STOCKMAN & PADDOCK	Registered	VIP Topco Pty Limited
35	China	28107259	21/11/2018	Zhen Cheng Ai Chong (For Genuine Love Pets in Chinese)	Registered	VIP Topco Pty Limited
31	China	28107260	21/11/2018	Zhen Cheng Ai Chong (For Genuine Love Pets in Chinese)	Registered	VIP Topco Pty Limited
3 & 31	European Union	16639296	13/10/2017	BILLY + MARGOT	Registered	VIP Topco Pty Limited
3 & 31	European Union	16639312	13/10/2017	Dog & butterfly device	Registered	VIP Topco Pty Limited
31	European Union	16042161	07/03/2017	FARMERS MARKET (stylised)	Registered	VIP Topco Pty Limited
31	European Union	17134552	08/12/2017	IVORY COAT	Registered	VIP Topco Pty Limited
31 & 35	European Union	15876832	30/09/2016	REAL PET FOOD COMPANY (stylised)	Accepted	VIP Topco Pty Limited
31 & 35	European Union	17995738	03/12/2018	RFPC GROUP	Accepted	VIP Topco Pty Limited
31 & 35	Hong Kong	304665736	11/09/2018	Ao Ai (For BILLY + MARGOT in Chinese) (series)	Registered	VIP Topco Pty Limited
31 & 35	Hong Kong	304665727	11/09/2018	Bi Le Ma Ge (For BILLY + MARGOT in Chinese) (series)	Registered	VIP Topco Pty Limited
31 & 35	Hong Kong	304517983	07/05/2018	BILLY + MARGOT	Registered	VIP Topco Pty Limited
31	Hong Kong	304526497	14/05/2018	Dog & butterfly device	Registered	VIP Topco Pty Limited
31	Hong Kong	303963835	16/11/2016	FARMERS MARKET (stylised) (series)	Registered	VIP Topco Pty Limited
3 & 31	Hong Kong	304253210	28/08/2017	IVORY COAT (stylised & device)	Registered	VIP Topco Pty Limited
31 & 35	Hong Kong	304745287	23/11/2018	Miao Mi (for FUSSY CAT in Chinese) (series)	Accepted	VIP Topco Pty Limited
31	Hong Kong	304319361	31/10/2017	STOCKMAN & PADDOCK	Registered	VIP Topco Pty Limited
31 & 35	Hong Kong	304369528	14/12/2017	Zhen Cheng Ai Chong Gong Si (For Genuine Love Pets Company) in Chinese Simplified & Traditional Characters (series)	Registered	VIP Topco Pty Limited
31	Indonesia	D1D2018029331	22/06/2018	NATURES GOODNESS (sty & dvc)	Accepted	VIP Topco Pty Limited
31	IR	1298884	01/03/2016	REAL PET FOOD COMPANY	Registered	VIP Topco Pty Limited
31	IR	1299218	01/03/2016	REAL PET FOOD COMPANY (stylised)	Registered	VIP Topco Pty Limited
31	Korea,	40-1428951	19/12/2018	BILLY + MARGOT	Registered	VIP Topco Pty Limited

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Classes	Country of IP Register	Filing or Reg Number	Filing or Reg Date	Mark	Status	Assignor
	Republic of					
31	Korea, Republic of	40-1429870	21/12/2018	Dog & butterfly device	Registered	VIP Topco Pty Limited
31	Korea, Republic of	401368765	15/06/2018	IVORY COAT (stylised & device)	Registered	VIP Topco Pty Limited
3 & 31	New Zealand	1065208	28/10/2016	BILLY + MARGOT	Registered	VIP Topco Pty Limited
31	New Zealand	1091284	20/04/2018	Cat device	Registered	VIP Topco Pty Limited
31	New Zealand	1091281	21/11/2017	CAT FUD	Registered	VIP Topco Pty Limited
31	New Zealand	1091285	20/04/2018	CAT FUD and cat device	Registered	VIP Topco Pty Limited
31	New Zealand	1084936	18/07/2018	CIRCLE OF NUTRITION (sty & dvc)	Registered	VIP Topco Pty Limited
3 & 31	New Zealand	1065209	28/10/2016	Dog & butterfly device	Registered	VIP Topco Pty Limited
31	New Zealand	1055186	27/05/2016	FARMERS MARKET (stylised)	Registered	VIP Topco Pty Limited
31	New Zealand	1074649	24/08/2017	FROM NATURE TO BOWL	Registered	VIP Topco Pty Limited
31	New Zealand	1032827	30/11/2015	NATURAL GOODNESS HEALTHY LIFESTYLE COMPLETE AND BALANCED DIET GRAINFREE+ NUTRITION (stylised & device)	Registered	VIP Topco Pty Limited
31	New Zealand	1032828	30/11/2015	NATURE'S GIFT	Registered	VIP Topco Pty Limited
31	New Zealand	1035511	18/09/2015	REAL PET FOOD COMPANY (stylised)	Registered	VIP Topco Pty Limited
31	New Zealand	1079456	27/10/2017	STOCKMAN & PADDOCK	Registered	VIP Topco Pty Limited
31	Singapore	40201808992V	15/05/2018	FARMERS MARKET (sty & dvc)	Pending	VIP Topco Pty Limited
31	Singapore	40201810168R	06/12/2018	NATURES GOODNESS (sty & dvc)	Registered	VIP Topco Pty Limited
31 & 35	Taiwan	107058789	10/09/2018	Ao Ai (For BILLY + MARGOT in Chinese)	Pending	VIP Topco Pty Limited
31 & 35	Taiwan	107058792	10/09/2018	Bi Le Ma Ge (For BILLY + MARGOT in Chinese)	Accepted	VIP Topco Pty Limited
31 & 35	Taiwan	1957100	01/12/2018	BILLY + MARGOT	Registered	VIP Topco Pty Limited
31	Taiwan	1955627	01/12/2018	Dog & butterfly device	Registered	VIP Topco Pty Limited
31	Taiwan	1865243	01/09/2017	FARMERS MARKET (stylised)	Registered	VIP Topco Pty Limited
31 & 35	Taiwan	1934450	16/08/2018	Genuine Love Pets (Zhen Cheng Ai Chong) in Chinese Traditional characters	Registered	VIP Topco Pty Limited
31 & 35	Taiwan	1957099	01/12/2018	IVORY COAT	Registered	VIP Topco Pty Limited

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Classes	Country of IP Register	Filing or Reg Number	Filing or Reg Date	Mark	Status	Assignor
31 & 35	Taiwan	107075601	22/11/2018	Miao Mi (for FUSSY CAT in Chinese)	Pending	VIP Topco Pty Limited
31	Thailand	180117833	11/06/2018	FUSSY CAT	Pending	VIP Topco Pty Limited
31	Thailand	180117834	11/06/2018	NATURES GOODNESS (sty & dvc)	Pending	VIP Topco Pty Limited
3 & 31	UK	3226688	24/04/2017	BILLY + MARGOT	Registered	VIP Topco Pty Limited
31	UK	3196988	16/11/2016	FARMERS MARKET (stylised)	Registered	VIP Topco Pty Limited
31	UK	3251729	22/08/2017	IVORY COAT	Registered	VIP Topco Pty Limited
31	UK	3205561	09/01/2017	M.I.N.T.	Registered	VIP Topco Pty Limited
31 & 35	UK	3188527	30/09/2016	REAL PET FOOD COMPANY (stylised)	Accepted	VIP Topco Pty Limited
31 & 35	UK	UK00003357955	03/12/2018	RPFC GROUP	Accepted	VIP Topco Pty Limited
3 & 31	USA	5462173	08/05/2018	BILLY + MARGOT	Registered	VIP Topco Pty Limited
31	USA	88075873	14/08/2018	Cat device	Pending	VIP Topco Pty Limited
31	USA	88075926	14/08/2018	CAT FUD	Pending	VIP Topco Pty Limited
31	USA	5568978	25/09/2018	CIRCLE OF NUTRITION (stylised) & device	Registered	VIP Topco Pty Limited
3 & 31	USA	5462176	08/05/2018	Dog & butterfly device	Registered	VIP Topco Pty Limited
31	USA	3734901	05/01/2010	FARMERS MARKET	Registered	VIP Topco Pty Limited
31	USA	5548219	28/08/2018	FARMERS MARKET (stylised)	Registered	VIP Topco Pty Limited
31	USA	5257867	01/08/2017	FROM NATURE TO BOWL	Registered	VIP Topco Pty Limited
31	USA	5522549	24/07/2018	IVORY COAT	Registered	VIP Topco Pty Limited
31	USA	5392816	30/01/2018	M.I.N.T. Macro Infusion of Nutrients Technology An Australian Innovation (stylised) & device	Registered	VIP Topco Pty Limited
31	USA	5108032	27/12/2016	REAL PET FOOD COMPANY (stylised)	Registered	VIP Topco Pty Limited

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Variation Letter

23 June 2020

Variation to First IP Assignment Agreement

Effective from the date of this agreement, the IP Assignment Agreement dated 18 June 2019 between RPFCEBidco Pty Limited (ACN 621 969 855) ("RPFCEBidco") and the parties set out in Annexure A of this Variation Letter ("IP Agreement") is varied as follows:

1. Annexure B of the IP Agreement is deleted and replaced by Annexure B of this Variation Letter.
2. Clause 3(b) of the IP Agreement is deleted and replaced with:

any common law rights, including the goodwill inherent in the Business IP.

General

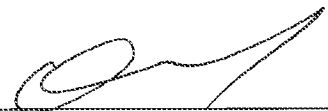
Unless otherwise defined herein, all defined meanings have the same meaning given in the IP Agreement. Except as expressly amended in this document, no changes to the IP Agreement are to be inferred or implied and in all other respects the IP Agreement is confirmed and remains in full force and effect.

This agreement and any dispute arising from it is governed by the laws of the State of New South Wales.

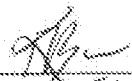
This agreement may be executed in counterparts. Delivery of a counterpart of this agreement by email attachment constitutes effective mode of delivery.

SIGNED AS A DEED

SIGNED, SEALED and DELIVERED for
 RPFCEBIDCO PTY LIMITED
 VIP TOPCO PTY LIMITED
 PETFOOD HOLDINGS PTY LIMITED
 V.I.P. PETFOODS (AUST.) PTY LTD
 VETCO AUSTRALIA PTY
 VET'S BEST PRODUCTS PTY LTD
 APB LEASING PTY LTD
 FRESH PET FOOD INVESTMENTS PTY
 LTD
 PET'S TUCKER TIME PTY LTD
 PETFOOD (IP) PTY LTD
 under power of attorney in the presence of:



 Signature of attorney



 Signature of witness

David Alexander Grant

 Name

Francis Kate Barber

 Name

23 June 2020

 Date of power of attorney

L11, 5 Martin Place, Sydney

 Address of witness

ANNEXURE A

Parties

	Company Name	ACN
	VIP Topco Pty Limited	ACN 605 943 486
2.	Petfood Holdings Pty Limited	ACN 131 978 035
3.	V.I.P. Petfoods (Aust.) Pty Ltd	ACN 069 880 164
4.	Vetco Australia Pty Ltd	ACN 163 771 640
5.	Vet's Best Products Pty Ltd	ACN 078 295 164
6.	APB Leasing Pty Ltd	ACN 131 998 411
7.	Fresh Pet Food Investments Pty Ltd	ACN 132 285 191
8.	Pet's Tucker Time Pty Limited	ACN 080 893 401
9.	Petfood (IP) Pty Ltd	ACN 162 445 490

ANNEXURE B

Business IP

Classes	Country of IP Register	Filing or Reg Number	Filing or Reg Date	Mark	Status	Assignor
31	Australia	1087368	23/11/2005	BOX 1	Registered	APB Leasing Pty Ltd
31	Australia	490564	06/07/1988	BUSH'S	Registered	APB Leasing Pty Ltd
31	Australia	1065733	20/07/2005	COUNTRY KENNEL	Registered	APB Leasing Pty Ltd
31	Australia	1506453	31/07/2012	DINKUM DINNER FINEST QUALITY PET FOOD'S (stylised) & device	Registered	APB Leasing Pty Ltd
31	Australia	868450	08/03/2001	DIVINE	Registered	APB Leasing Pty Ltd
31	Australia	1275882	05/12/2008	PAWS FRESH (stylised) & device	Registered	Fresh Pet Food Investments Pty Ltd
31	Australia	1065056	14/07/2005	paws fresh pet food	Registered	Fresh Pet Food Investments Pty Ltd
31	Australia	1065079	15/07/2005	PAWS FRESH PET FOOD	Registered	Fresh Pet Food Investments Pty Ltd
31	Australia	843553	24/07/2000	NATURES OWN PET FOOD	Registered	Pet's Tucker Time Pty Limited
31	Australia	583076	09/07/1992	TUCKER TIME FOR PETS (stylised) & device	Registered	Pet's Tucker Time Pty Limited
31 & 35	Australia	1669282	15/01/2015	AUSTRALIAN PET BRANDS (stylised & device)	Registered	Petfood (IP) Pty Ltd
31	Australia	1545416	19/03/2013	Nature's Gift	Registered	Petfood Holdings Pty Ltd
31	Australia	1523759	13/11/2012	Nature's Gift Dental Care Sticks	Registered	Petfood Holdings Pty Ltd
31	Australia	1522223	02/11/2012	Nature's Gift Joint Care for Dogs	Registered	Petfood Holdings Pty Ltd
31	Australia	1628374	14/11/2014	Nature's Gift Just Natural	Registered	Petfood Holdings Pty Ltd
31	Australia	1541098	25/02/2013	Nature's Gift Just Natural Gourmet	Registered	Petfood Holdings Pty Ltd
31	Australia	1541097	25/02/2013	Nature's Gift Just Natural Meal Time	Registered	Petfood Holdings Pty Ltd
31	Australia	1551922	18/04/2013	Nature's Gift Just Natural Nourish	Registered	Petfood Holdings Pty Ltd
31	Australia	1522222	02/11/2012	Nature's Gift Mini Treats	Registered	Petfood Holdings Pty Ltd
31	Australia	1522208	02/11/2012	Nature's Gift Since 1994	Registered	Petfood Holdings Pty Ltd
31	Australia	1545413	19/03/2013	NATURE'S GIFT SINCE 1994 (stylised) & Tag device	Registered	Petfood Holdings Pty Ltd

Classes	Country of IP Register	Filing or Reg Number	Filing or Reg Date	Mark	Status	Assignor
31	New Zealand	1031750	13/11/2015	NATURE'S GIFT SINCE 1994 (stylised) and device	Registered	Petfood Holdings Pty Ltd
31	Australia	865002	31/01/2001	Chunkers	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	752057	05/01/1998	DIGGER DOG FOOD (stylised)	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	1813755	06/12/2016	DOCTOR B APPROVED (sty & dvc)	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
5 & 31	Australia	1405246	24/03/2011	DOCTOR B APPROVED (stylised & device)	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	1845272	17/05/2017	DOCTOR B'S (stylised) & disc device	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	1785552	25/07/2016	DOCTOR B'S BARF	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	1785553	25/07/2016	DOCTOR B'S BARF (stylised & device)	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	1812452	30/11/2016	FEED THEIR TRUE NATURE	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	1063453	05/07/2005	FUSSY CAT	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	1063723	07/07/2005	FUSSY CAT (stylised & device)	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	803677	16/08/1999	MEGA-BITE (stylised & device)	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	1441314	08/08/2011	NATURE'S GOODNESS	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	1505461	31/07/2012	NATURE'S GOODNESS V.I.P. PETFOODS GRAINFREE+ NUTRITION ALL NATURAL HOLISTIC device	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	716252	29/08/1996	PROTA	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31 & 35	Australia	1663209	09/12/2014	V.I.P. Petfoods	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	1575647	20/08/2013	V.I.P. PETFOODS (stylised) & device	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	1455253	27/10/2011	VIP Gourmet Catz	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Australia	676123	25/10/1995	VIP PET FOOD PRODUCTS (stylised) & device	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	European Union	15696818	15/11/2016	DOCTOR B'S BARF (stylised & device)	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Hong Kong	304016934	10/01/2017	DOCTOR B'S BARF	Pending	V.I.P. Petfoods (Aust.) Pty. Ltd.

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Classes	Country of IP Register	Filing or Reg Number	Filing or Reg Date	Mark	Status	Assignor
31	Hong Kong	304016943	10/01/2017	DOCTOR B'S BARF (stylised & device)	Pending	V.I.P. Petfoods (Aust.) Pty. Ltd.
31 & 35	Hong Kong	304517992	07/05/2018	IVORY COAT	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31 & 35	Hong Kong	304518018	07/05/2018	NATURES GOODNESS (sty & dvc)	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	IR	1159504	09/04/2013	FUSSY CAT	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	IR	1162089	09/04/2013	FUSSY CAT (stylised) & cat device	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	IR	1160274	09/04/2013	NATURES GOODNESS	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Malaysia	2016054966	22/03/2016	Farmer's Market Pet Foods	Pending	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	New Zealand	700564	20/07/2004	FUSSY CAT (stylised) & cat device	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	New Zealand	700560	20/07/2004	V.I.P. PETFOODS (stylised) & device	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Singapore	40201802279V	05/02/2010	DOCTOR B'S BARF	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Singapore	40201802285P	05/02/2018	DOCTOR B'S BARF (sty & dvc)	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	Taiwan	1808309	01/12/2016	Farmer's Market Pet Foods	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31 & 35	Taiwan	1966254	16/01/2019	NATURES GOODNESS (sty & dvc)	Registered	VIP Topco Pty Limited
31	USA	4653997	09/12/2014	V.I.P. PETFOODS	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
31	USA	4591615	26/08/2014	V.I.P. PETFOODS (stylised)	Registered	V.I.P. Petfoods (Aust.) Pty. Ltd.
5 & 31	Australia	1880081	13/10/2017	love 'em (stylised) & heart device	Registered	Vet's Best Products Pty Ltd
31	Australia	767578	16/07/1998	love 'em (stylised) & heart device	Registered	Vet's Best Products Pty Ltd
31	Australia	985470	20/01/2004	power treats	Registered	Vet's Best Products Pty Ltd
31	Australia	762152	14/05/1998	REWARDS	Registered	Vet's Best Products Pty Ltd
5 & 31	Australia	1880080	13/10/2017	V VET'S BEST (stylised)	Registered	Vet's Best Products Pty Ltd
31	Australia	733213	29/04/1997	V VET'S BEST PRODUCTS PTY LTD (stylised & device)	Registered	Vet's Best Products Pty Ltd

3453-0826-4784, v. 1

Classes	Country of IP Register	Filing or Reg Number	Filing or Reg Date	Mark	Status	Assignor
31	Brazil	825802296	19/06/2017	love'em (stylised) & heart device	Registered	Vet's Best Products Pty Ltd
31	China	27455983	14/11/2017	love'em (stylised) & heart device	Pending	Vet's Best Products Pty Ltd
31	European Union	3459047	28/02/2005	love'em (stylised) & Heart device	Registered	Vet's Best Products Pty Ltd
31	European Union	3457496	28/02/2005	V VET'S BEST (stylised) & Heart device	Registered	Vet's Best Products Pty Ltd
31	Hong Kong	300102554	16/03/2004	love'em (stylised) & Heart device	Registered	Vet's Best Products Pty Ltd
5, 31	Hong Kong	304309704	23/03/2018	V VET'S BEST (stylised & device)	Registered	Vet's Best Products Pty Ltd
31	IR	831536	02/06/2004	love'em (stylised) & heart device	Registered	Vet's Best Products Pty Ltd
5 & 31	IR	1408860	11/04/2018	love'em (stylised) & Heart device	IR - pending designations	Vet's Best Products Pty Ltd
5 & 31	IR	1408838	11/04/2018	V VET'S BEST (stylised)	IR - pending designations	Vet's Best Products Pty Ltd
31	Japan	4762421	09/04/2004	love'em (stylised) & Heart device	Registered	Vet's Best Products Pty Ltd
31	Japan	4762420	09/04/2004	V VET'S BEST (stylised) & Heart device	Registered	Vet's Best Products Pty Ltd
31	New Zealand	313228	11/01/2001	love'em (stylised) & heart device	Registered	Vet's Best Products Pty Ltd
31	New Zealand	313231	27/01/2000	REWARDS	Registered	Vet's Best Products Pty Ltd
31	New Zealand	313230	27/01/2000	ROO CHEWS	Registered	Vet's Best Products Pty Ltd
31	New Zealand	313229	07/09/2000	SPRINKLES	Registered	Vet's Best Products Pty Ltd
31	New Zealand	290342	08/02/1999	V VET'S BEST (stylised)	Registered	Vet's Best Products Pty Ltd
31	Taiwan	1917598	01/06/2018	love'em	Registered	Vet's Best Products Pty Ltd
5 & 31	Taiwan	1928317	16/07/2018	V VET'S BEST (stylised)	Registered	Vet's Best Products Pty Ltd
5 & 31	Thailand	17037689	25/10/2017	love'em (stylised) & heart device	Pending	Vet's Best Products Pty Ltd
5 & 31	Thailand	17037688	25/10/2017	V VET'S BEST (stylised)	Pending	Vet's Best Products Pty Ltd

3453-9926-4794, v. 1

Classes	Country of IP Register	Filing or Reg Number	Filing or Reg Date	Mark	Status	Assignor
31	UK	2204149	27/07/1999	love'em (stylised) & heart device	Registered	Vet's Best Products Pty Ltd
31	UK	2159061	24/02/1998	V VET'S BEST (stylised)	Registered	Vet's Best Products Pty Ltd
31	Australia	1610233	13/03/2014	AUSTRALIAN NATURAL HEALTH (stylised)	Registered	Vetco Australia Pty Ltd
3, 31 & 35	Australia	1561513	06/06/2013	IVORY COAT COMPANION GOODS (stylised) & Dog device	Registered	Vetco Australia Pty Ltd
35	China	31162619	25/05/2018	AI Rui Kou (For IVORY COAT in Chinese)	Accepted	Vetco Australia Pty Ltd
31	China	31162620	25/05/2018	AI Rui Kou (For IVORY COAT in Chinese)	Accepted	Vetco Australia Pty Ltd
31	China	21031179	28/08/2018	Dog Device	Registered	Vetco Australia Pty Ltd
31	China	17569276	21/09/2016	IVORY COAT	Registered	Vetco Australia Pty Ltd
3	China	17569277	28/09/2016	IVORY COAT	Registered	Vetco Australia Pty Ltd
35	China	21081186	28/10/2017	IVORY COAT	Registered	Vetco Australia Pty Ltd
35	China	33973148	11/10/2018	Ivory Coat (logo)	Pending	Vetco Australia Pty Ltd
31	China	33981082	11/10/2018	Ivory Coat (logo)	Pending	Vetco Australia Pty Ltd
3	China	33965092	11/10/2018	Ivory Coat logo	Pending	Vetco Australia Pty Ltd
3, 31 & 35	New Zealand	1047573	26/07/2016	IVORY COAT COMPANION GOODS (stylised & device)	Registered	Vetco Australia Pty Ltd
31 & 35	Taiwan	107075600	22/11/2018	IVORY COAT (AI Rui Kou) in Chinese	Pending	Vetco Australia Pty Ltd
3 & 31	Australia	1805821	28/10/2016	BILLY + MARGOT	Registered	VIP Topco Pty Limited
31	Australia	1921406	20/04/2018	Cat device	Registered	VIP Topco Pty Limited
31	Australia	1888598	20/06/2018	CAT FUD	Registered	VIP Topco Pty Limited
31	Australia	1862138	28/07/2017	CIRCLE OF NUTRITION (sty & dvc)	Registered	VIP Topco Pty Limited
3 & 31	Australia	1805822	26/10/2016	Dog & Butterfly device	Registered	VIP Topco Pty Limited
31	Australia	1888599	21/11/2017	DOG FUD	Registered	VIP Topco Pty Limited
31	Australia	1885090	06/11/2017	FARMERS MARKET	Pending	VIP Topco Pty Limited
31	Australia	1773463	27/05/2016	FARMERS MARKET (stylised)	Registered	VIP Topco Pty Limited
31	Australia	1868481	24/08/2017	FROM NATURE TO BOWL	Registered	VIP Topco Pty Limited

3453-5526-4764, v. 1

Classes	Country of IP Register	Filing or Reg Number	Filing or Reg Date	Mark	Status	Assignor
3 & 31	Australia	1856658	05/07/2017	IVORY COAT	Registered	VIP Topco Pty Limited
31	Australia	1852775	19/06/2017	LOVE COMES NATURALLY	Registered	VIP Topco Pty Limited
3, 31, 35, 36 & 39	Australia	1905766	08/02/2018	OUTBACK GIVEBACK	Registered	VIP Topco Pty Limited
3, 31, 35, 36 & 39	Australia	1905767	08/02/2018	OUTBACK GIVEBACK (stylised) & device	Registered	VIP Topco Pty Limited
31 & 35	Australia	1903099	29/01/2018	Real LOVE. Real FOOD. Real ETHICS.	Registered	VIP Topco Pty Limited
18 & 44	Australia	1727222	18/09/2015	REAL PET FOOD COMPANY	Registered	VIP Topco Pty Limited
5	Australia	1838809	18/09/2015	REAL PET FOOD COMPANY	Registered	VIP Topco Pty Limited
35	Australia	1801906	11/10/2016	REAL PET FOOD COMPANY (sty)	Registered	VIP Topco Pty Limited
5, 18, 31 & 44	Australia	1727221	18/09/2015	REAL PET FOOD COMPANY (stylised)	Registered	VIP Topco Pty Limited
3 & 31	Australia	1834738	29/03/2017	SOME BONDS ARE UNBREAKABLE	Registered	VIP Topco Pty Limited
31	Australia	1883159	30/05/2018	STOCKMAN & PADDOCK	Registered	VIP Topco Pty Limited
3 & 31	Canada	1834117	24/04/2017	BILLY + MARGOT	Pending	VIP Topco Pty Limited
31	Canada	1832247	06/04/2018	CIRCLE OF NUTRITION (sty & dvc)	Pending	VIP Topco Pty Limited
3 & 31	Canada	1834121	24/04/2017	Dog & butterfly device	Pending	VIP Topco Pty Limited
31	Canada	1838397	18/05/2017	FARMERS MARKET	Accepted	VIP Topco Pty Limited
31	Canada	1835149	01/05/2017	FARMERS MARKET (stylised)	Accepted	VIP Topco Pty Limited
31	Canada	1853674	22/08/2017	IVORY COAT	Accepted	VIP Topco Pty Limited
31	Canada	1763973	19/01/2016	REAL PET FOOD COMPANY	Accepted	VIP Topco Pty Limited
31	Canada	1763974	19/01/2016	REAL PET FOOD COMPANY (stylised)	Accepted	VIP Topco Pty Limited
35	China	33427599	10/09/2018	Bi Le Ma Ge (For BILLY + MARGOT in Chinese)	Pending	VIP Topco Pty Limited

3453-9826-4784, v. 1

Classes	Country of IP Register	Filing or Reg Number	Filing or Reg Date	Mark	Status	Assignor
31	China	33431602	10/09/2018	Bi Le Ma Ge (For BILLY + MARGOT in Chinese)	Accepted	VIP Topco Pty Limited
3	China	24622445	21/06/2018	BILLY + MARGOT	Registered	VIP Topco Pty Limited
31	China	24622446	12/06/2017	BILLY + MARGOT	Pending	VIP Topco Pty Limited
35	China	26960014	19/10/2017	BILLY + MARGOT	Pending	VIP Topco Pty Limited
31	China	23798315	24/04/2017	Billy + Margot	Registered	VIP Topco Pty Limited
35	China	23798314	24/04/2017	Billy + Margot	Registered	VIP Topco Pty Limited
31	China	30548830	27/04/2018	Cat device	Accepted	VIP Topco Pty Limited
35	China	29634213	16/03/2018	CAT FUD	Accepted	VIP Topco Pty Limited
31	China	29634214	16/03/2018	CAT FUD	Accepted	VIP Topco Pty Limited
31	China	30548829	27/04/2018	CAT FUD and cat device	Accepted	VIP Topco Pty Limited
35	China	31202710	28/05/2018	Chun Zhen (For NATURES GOODNESS in Chinese)	Pending	VIP Topco Pty Limited
31	China	31202711	28/05/2018	Chun Zhen (For NATURES GOODNESS in Chinese)	Pending	VIP Topco Pty Limited
31	China	24622444	21/06/2018	Dog & butterfly device	Registered	VIP Topco Pty Limited
3	China	24622447	21/06/2018	Dog & butterfly device	Registered	VIP Topco Pty Limited
35	China	29634211	16/03/2018	DOG FUD	Accepted	VIP Topco Pty Limited
31	China	29634212	16/03/2018	DOG FUD	Accepted	VIP Topco Pty Limited
35	China	26960012	19/10/2017	FARMERS MARKET (sty & dvc)	Accepted	VIP Topco Pty Limited
31	China	20846060	02/08/2016	FARMERS MARKET (stylised)	Accepted	VIP Topco Pty Limited
35	China	36314061	12/02/2019	MIAO MI	Pending	VIP Topco Pty Limited
31	China	36321006	12/02/2019	MIAO MI	Pending	VIP Topco Pty Limited
35	China	31162615	25/05/2018	Miao Mi (for FUSSY CAT in Chinese)	Accepted	VIP Topco Pty Limited
31	China	31162616	25/05/2018	Miao Mi (for FUSSY CAT in Chinese)	Accepted	VIP Topco Pty Limited
31	China	26756108	09/10/2017	NATURES GOODNESS (sty & device)	Pending	VIP Topco Pty Limited
35	China	26960013	19/10/2017	NATURES GOODNESS (sty & dvc)	Pending	VIP Topco Pty Limited

3453-9926-4784, v.1

Classes	Country of IP Register	Filing or Reg Number	Filing or Reg Date	Mark	Status	Assignor
35	China	25133741	07/04/2017	natures goodness	Registered	VIP Topco Pty Limited
31	China	19175231	07/04/2017	NUTRI GENIUS A NEW CLASS OF SUPER NUTRITION (stylised)	Registered	VIP Topco Pty Limited
31	China	19175313	28/12/2017	REAL PET FOOD COMPANY (stylised)	Registered	VIP Topco Pty Limited
31	China	27180572	07/10/2018	STOCKMAN & PADDOCK	Registered	VIP Topco Pty Limited
35	China	28107259	21/11/2018	Zhen Cheng Ai Chong (For Genuine Love Pets in Chinese)	Registered	VIP Topco Pty Limited
31	China	28107260	21/11/2018	Zhen Cheng Ai Chong (For Genuine Love Pets in Chinese)	Registered	VIP Topco Pty Limited
3 & 31	European Union	16639296	13/10/2017	BILLY + MARGOT	Registered	VIP Topco Pty Limited
3 & 31	European Union	16639312	13/10/2017	Dog & butterfly device	Registered	VIP Topco Pty Limited
31	European Union	16042161	07/03/2017	FARMERS MARKET (stylised)	Registered	VIP Topco Pty Limited
31	European Union	17134552	08/12/2017	IVORY COAT	Registered	VIP Topco Pty Limited
31 & 35	European Union	15876832	30/09/2016	REAL PET FOOD COMPANY (stylised)	Accepted	VIP Topco Pty Limited
31 & 35	European Union	17995738	03/12/2018	RPEC GROUP	Accepted	VIP Topco Pty Limited
31 & 35	Hong Kong	304665736	11/09/2018	AO AI (For BILLY + MARGOT in Chinese) (series)	Registered	VIP Topco Pty Limited
31 & 35	Hong Kong	304665727	11/09/2018	BI LE MA GE (For BILLY + MARGOT in Chinese) (series)	Registered	VIP Topco Pty Limited
31 & 35	Hong Kong	304517983	07/05/2018	BILLY + MARGOT	Registered	VIP Topco Pty Limited
31	Hong Kong	304526497	14/05/2018	Dog & butterfly device	Registered	VIP Topco Pty Limited
31	Hong Kong	303963835	16/11/2016	FARMERS MARKET (stylised) (series)	Registered	VIP Topco Pty Limited

3453-9926-4784, v. 1

Classes	Country of IP Register	Filing or Reg Number	Filing or Reg Date	Mark	Status	Assignor
3 & 31	Hong Kong	304253210	28/08/2017	IVORY COAT (stylised & device)	Registered	VIP Topco Pty Limited
31 & 35	Hong Kong	304745287	23/11/2018	Miao Mi (for FUSSY CAT in Chinese) (series)	Accepted	VIP Topco Pty Limited
31	Hong Kong	304319361	31/10/2017	STOCKMAN & PADDOCK	Registered	VIP Topco Pty Limited
31 & 35	Hong Kong	304369528	14/12/2017	Zhen Cheng Ai Chong Gong Si (For Genuine Love Pets Company) in Chinese Simplified & Traditional Characters (series)	Registered	VIP Topco Pty Limited
31	Indonesia	DHD2018029331	22/06/2018	NATURES GOODNESS (sty & dvc)	Accepted	VIP Topco Pty Limited
31	IR	1298884	01/03/2016	REAL PET FOOD COMPANY	Registered	VIP Topco Pty Limited
31	IR	1299218	01/03/2016	REAL PET FOOD COMPANY (stylised)	Registered	VIP Topco Pty Limited
31	Korea, Republic of	40-1428951	19/12/2018	BILLY + MARGOT	Registered	VIP Topco Pty Limited
31	Korea, Republic of	40-1429870	21/12/2018	Dog & butterfly device	Registered	VIP Topco Pty Limited
31	Korea, Republic of	401368765	15/06/2018	IVORY COAT (stylised & device)	Registered	VIP Topco Pty Limited
3 & 31	New Zealand	1085208	28/10/2016	BILLY + MARGOT	Registered	VIP Topco Pty Limited
31	New Zealand	1091284	20/04/2018	Cat device	Registered	VIP Topco Pty Limited
31	New Zealand	1091281	21/11/2017	CAT FUD	Registered	VIP Topco Pty Limited
31	New Zealand	1091285	20/04/2018	CAT FUD and cat device	Registered	VIP Topco Pty Limited
31	New Zealand	1084936	18/07/2018	CIRCLE OF NUTRITION (sty & dvc)	Registered	VIP Topco Pty Limited

3453-9926-4784, v. 1

Classes	Country of IP Register	Filing or Reg Number	Filing or Reg Date	Mark	Status	Assignor
3 & 31	New Zealand	1065209	26/10/2016	Dog & butterfly device	Registered	VIP Topco Pty Limited
31	New Zealand	1055166	27/05/2016	FARMERS MARKET (stylised)	Registered	VIP Topco Pty Limited
31	New Zealand	1074649	24/08/2017	FROM NATURE TO BOWL	Registered	VIP Topco Pty Limited
31	New Zealand	1032827	30/11/2015	NATURAL GOODNESS-HEALTHY LIFESTYLE COMPLETE AND BALANCED DIET GRAINFREE+ NUTRITION (stylised & device)	Registered	VIP Topco Pty Limited
31	New Zealand	1032828	30/11/2015	NATURE'S GIFT	Registered	VIP Topco Pty Limited
31	New Zealand	1035511	18/09/2015	REAL PET FOOD COMPANY (stylised)	Registered	VIP Topco Pty Limited
31	New Zealand	1079456	27/10/2017	STOCKMAN & PADDOCK	Registered	VIP Topco Pty Limited
31	Singapore	40201808992V	15/05/2018	FARMERS MARKET (sty & dvc)	Pending	VIP Topco Pty Limited
31	Singapore	40201810168R	06/12/2018	NATURES GOODNESS (sty & dvc)	Registered	VIP Topco Pty Limited
31 & 35	Taiwan	107058789	10/09/2018	Ao Ai (For BILLY + MARGOT in Chinese)	Pending	VIP Topco Pty Limited
31 & 35	Taiwan	107058792	10/09/2018	Bi Le Ma Ge (for BILLY + MARGOT in Chinese)	Accepted	VIP Topco Pty Limited
31 & 35	Taiwan	1957100	01/12/2018	BILLY + MARGOT	Registered	VIP Topco Pty Limited
31	Taiwan	1955627	01/12/2018	Dog & butterfly device	Registered	VIP Topco Pty Limited
31	Taiwan	1865243	01/09/2017	FARMERS MARKET (stylised)	Registered	VIP Topco Pty Limited
31 & 35	Taiwan	1934450	16/08/2018	Genuine Love Pets (Zhen Cheng Ai Chong) in Chinese Traditional characters	Registered	VIP Topco Pty Limited
31 & 35	Taiwan	1957099	01/12/2018	IVORY COAT	Registered	VIP Topco Pty Limited
31 & 35	Taiwan	107075601	22/11/2018	Miao Mi (for FUSSY CAT in Chinese)	Pending	VIP Topco Pty Limited

3453-9926-4794, v. 1

Classes	Country of IP Register	Filing or Reg Number	Filing or Reg Date	Mark	Status	Assigner
31	Thailand	180117833	11/06/2018	FUSSY CAT	Pending	VIP Topco Pty Limited
31	Thailand	180117834	11/06/2018	NATURES GOODNESS (sty & dvc)	Pending	VIP Topco Pty Limited
3 & 31	UK	3226688	24/04/2017	BILLY + MARGOT	Registered	VIP Topco Pty Limited
31	UK	3196988	16/11/2016	FARMERS MARKET (stylised)	Registered	VIP Topco Pty Limited
31	UK	3251729	22/08/2017	IVORY COAT	Registered	VIP Topco Pty Limited
31	UK	3205561	09/01/2017	M.I.N.T.	Registered	VIP Topco Pty Limited
31 & 35	UK	3188527	30/09/2016	REAL PET FOOD COMPANY (stylised)	Accepted	VIP Topco Pty Limited
31 & 35	UK	UK00003357955	03/12/2018	RPFC GROUP	Accepted	VIP Topco Pty Limited
3 & 31	USA	5462173	08/05/2018	BILLY + MARGOT	Registered	VIP Topco Pty Limited
31	USA	88075873	14/08/2018	Cat device	Pending	VIP Topco Pty Limited
31	USA	88075926	14/08/2018	CAT FUD	Pending	VIP Topco Pty Limited
31	USA	5568978	25/09/2018	CIRCLE OF NUTRITION (stylised) & device	Registered	VIP Topco Pty Limited
3 & 31	USA	5462176	08/05/2018	Dog & butterfly device	Registered	VIP Topco Pty Limited
31	USA	3734901	05/01/2010	FARMERS MARKET	Registered	VIP Topco Pty Limited
31	USA	5548219	28/06/2018	FARMERS MARKET (stylised)	Registered	VIP Topco Pty Limited
31	USA	5257867	01/08/2017	FROM NATURE TO BOWL	Registered	VIP Topco Pty Limited
31	USA	5522549	24/07/2018	IVORY COAT	Registered	VIP Topco Pty Limited
31	USA	5392816	30/01/2018	M.I.N.T. Macro Infusion of Nutrients Technology An Australian Innovation (stylised) & device	Registered	VIP Topco Pty Limited
31	USA	5108032	27/12/2016	REAL PET FOOD COMPANY (stylised)	Registered	VIP Topco Pty Limited

3453-6926-4784, v. 1