

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM823050

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PetSense, LLC		07/07/2023	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Tractor Supply Co. of Texas, LP		
Street Address:	5401 Virginia Way		
City:	Brentwood		
State/Country:	TENNESSEE		
Postal Code:	37027		
Entity Type:	Limited Partnership: TEXAS		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	3308932	PETSEN\$E	
Registration Number:	3469427	PETSENSE	
Registration Number:	5398208	TRUE SOURCE	
Registration Number:	5735264	PETSENSIBILITY	
Registration Number:	5735265	PETSENSIBILITY	
Registration Number:	5746253	DOGSEN\$E	
Registration Number:	5747659	THE PLACE YOU TRUST FOR THE PETS YOU LOV	
Registration Number:	5936448	PETSENSE	
Registration Number:	5936450	PETSENSE	
Registration Number:	5950534	TRUE SOURCE	
Registration Number:	6065668	P	
Registration Number:	6065671	P	
CORRESPONDENCE DATA			
Fax Number:	6152446804		
<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:	6158508741		
Email:	robert.felber@hklaw.com		
Correspondent Name:	Robert P. Felber, Jr.		

OP \$315.00 3308932

Address Line 1: 511 Union Street
Address Line 2: Suite 2700
Address Line 4: Nashville, TENNESSEE 37219

NAME OF SUBMITTER: Robert P. Felber, Jr.

SIGNATURE: /Robert P. Felber, Jr./

DATE SIGNED: 07/10/2023

Total Attachments: 3

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**ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS, ACCOMPANYING
REGISTRATIONS, AND GOODWILL**

Effective as of July 7, 2023 (the "Effective Date"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **PetSense, LLC**, a Delaware limited liability company with offices at 5401 Virginia Way, Brentwood, Tennessee 37027 (the "Assignor"), does hereby sell, assign, transfer and set over to **Tractor Supply Co. of Texas, LP**, a Texas limited partnership with offices at 5401 Virginia Way, Brentwood, Tennessee 37027 (the "Assignee"), all of Assignor's rights, title and interest in and to the trademarks and service marks identified in Exhibit A attached hereto (collectively, the "Marks"), the registrations therefor, any issuances, renewals or extensions of such registrations, any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable, and all rights therein and thereto provided by any applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, and the resulting right to recover damages, profits, restitution and injunctive and other legal and equitable relief for past, present, and future infringements or unauthorized uses thereof, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment and sale had not been made.

Assignor agrees to execute and deliver at the request of Assignee any papers, instruments, affidavits, declarations, powers of attorney and assignments reasonably requested by Assignee to vest in Assignee all of Assignor's right, title and interest in and to the Marks and the registrations therefor and/or to provide evidence to support such assignment in the event such evidence is deemed useful by Assignee. This assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

This Assignment may be executed in any number of counterparts, each of which shall be deemed an original, but all of which together shall constitute only one instrument.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be signed by an individual thereto duly authorized, all as of the Effective Date.

ASSIGNOR:

ASSIGNEE:

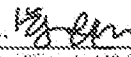
PETSENSE, LLC

**TRACTOR SUPPLY CO. OF
TEXAS, LP**

By: 
Matthew Rubin


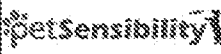
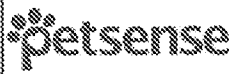
By: Tractor Supply Company, its
General Partner




Title: Senior Vice President

By: 
By: Noni Ellison (Lic ID: 2023 0148 EDT)
Noni Ellison

Title: Senior Vice President

EXHIBIT A
TO
ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS, ACCOMPANYING
REGISTRATIONS, AND GOODWILL

	MARK	JURISDICTION	REGISTRATION NO.	REGISTRATION DATE	GOODS/SERVICES
1.		United States	3308932	10/09/2007	retail pet supply store services (Class 35)
2.	PETSENSE	United States	3469427	07/15/2008	retail pet supply store services (Class 35)
3.	TRUE SOURCE	United States	5398208	02/06/2018	pet food (Class 31)
4.	PETSENSIBILITY	United States	5735264	04/23/2019	animal training (Class 41)
5.		United States	5735265	04/23/2019	animal training (Class 41)
6.	DOGSENSE	United States	5746253	05/07/2019	pet toys (Class 28)
7.	THE PLACE YOU TRUST FOR THE PETS YOU LOVE	United States	5747659	05/07/2019	retail pet supply store services (Class 35)
8.		United States	5936448	12/17/2019	retail pet store services featuring pet supplies, pet toys, pet accessories, pet beds, pet treats, pet supplements, and pet food; providing an incentive award program for customers through issuance and processing of loyalty points for the purchase of goods and services; on-line retail store services featuring pet products (Class 35)

	MARK	JURISDICTION	REGISTRATION NO.	REGISTRATION DATE	GOODS/SERVICES
9.		United States	5936450	12/17/2019	retail pet store services featuring pet supplies, pet toys, pet accessories, pet beds, pet treats, pet supplements, and pet food; providing an incentive award program for customers through issuance and processing of loyalty points for the purchase of goods and services; on-line retail store services featuring pet products (Class 35)
10.	TRUE SOURCE	United States	5950534	12/31/2019	pet treats (Class 31)
11.		United States	6065668	05/26/2020	retail pet store services featuring pet supplies, pet toys, pet accessories, pet beds, pet treats, pet supplements, and pet food; providing an incentive award program for customers through issuance and processing of loyalty points for the purchase of goods and services; on-line retail store services featuring pet products (Class 35)
12.		United States	6065671	05/26/2020	retail pet store services featuring pet supplies, pet toys, pet accessories, pet beds, pet treats, pet supplements, and pet food; providing an incentive award program for customers through issuance and processing of loyalty points for the purchase of goods and services; on-line retail store services featuring pet products (Class 35)

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