

08-21-1998

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TRADEMARKS ONLY

Attorney Reference:
M-5172-05
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TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment
- License
- Security Agreement
- Nunc Pro Tunc Assignment
Effective Date
Month Day Year
06301998
- Merger
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name EMICK, HOWARD AND ASSOCIATES, INC.

06301998

Formerly _____

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association

Other _____

Citizenship/State of Incorporation/Organization WASHINGTON

Receiving Party

Mark if additional names of receiving parties attached

Name NATURA PET PRODUCTS, INC.

DBA/AKATA _____

Composed of _____

Address (line 1) 1101 SOUTH WINCHESTER BOULEVARD, SUITE J-255

Address (line 2) _____

Address (line 3) SAN JOSE

CA/U.S.A.

95128

- Individual
- General Partnership
- Limited Partnership

Corporation

Other _____

Citizenship/State of Incorporation/Organization CALIFORNIA

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

06/20/1998 DMBUYEN 00000123 1742453

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40.00 CP

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TRADEMARK
REEL: 1771 FRAME: 0803

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

(408) 249-8083

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1742453"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

MICHAEL J. HUGHES

Name of Person Signing



Signature

5 August 1998

Date Signed

Acknowledgement of Assignment of Trademark Rights

WHEREAS, Emick, Howard and Associates, Inc. of Seattle, Washington (Assignor), had adopted, used and registered the trademark *EVERYONE'S BEST FRIEND* for edible treats for dogs; namely cookies in class 31, as reflected in US Reg. No. 1,742,453, issued 22 December 1992.

AND, WHEREAS, Sturdy Pet Products of San Leandro, California, acquired all right, title and interest in and to the trademark and registration as successor to the business of the Assignor to which the marks relate.

AND, WHEREAS, Natura Pet Products, Inc. having an address at 1101 South Winchester Boulevard, Suite J-255, San Jose, California 95128, is the parent, by acquisition, of Sturdy Pet Products and thereby acquired all right, title and interest in and to the trademark and registration as successor to the business of Sturdy Pet Products, including that to which the marks relate.

AND, WHEREAS no assignment document has previously been specifically executed or recorded with respect to the trademark and registration.

NOW, THEREFORE, the undersigned, an authorized officer of Assignor, hereby acknowledges the transfer of the business and goodwill and formally assigns unto Natura Pet Products, Inc. all rights, title and interest in and to the *EVERYONE'S BEST FRIEND* mark, together with the goodwill of the business symbolized by the mark.

Emick, Howard and Associates, Inc

Date: 6-30-98

By: Mindy Howard
Mindy Howard, Pres.

Assign517205.326.doc