

07-20-1999

Assistant Commissioner for Trademarks
Washington, D.C. 20231

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MAD

Sir:

Please record the original documents or copy thereof.

1. Name of conveying party(ies): Rodale Press, Inc. (a Pennsylvania corporation)
Additional Names Attached? Yes No

2. Name and address of receiving party(ies)
GoPets, LLC (a limited liability corporation of Delaware)
40 Kellogg Hill Road
Weston, Connecticut 06883



Additional Names Attached? Yes No

06-29-1999

3. Nature of Conveyance:

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #26

Assignment Security Agreement
 Merger Change of Name
 Other _____

Execution Date: 6-22-99

4. Application number(s) or trademark number(s):
Application Serial No. 75/500,995
Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Kevin G. Smith, Esq.
SHOEMAKER AND MATTARE, LTD.
2001 Jefferson Davis Highway - Suite 1203
Arlington, Virginia 22202
(703) 415-0810

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$ 40.00
 Enclosed
 Authorized to be charged to Deposit Account (if necessary)

8. Deposit Account No.: 19-2110
(Attached duplicate copy of this page if paying by deposit account)

9. Statement and signature.

US PATENT &
TRADEMARK OFFICE

JUN 29 P 12:53

TRADEMARK FEE PROCESS.
RECEIVED

40.00

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.

Kevin G. Smith
Name of Person Signing
June 29, 1999
Date

Kevin G. Smith
Signature

Total Number of pages including cover sheet, attachments, and document: 3

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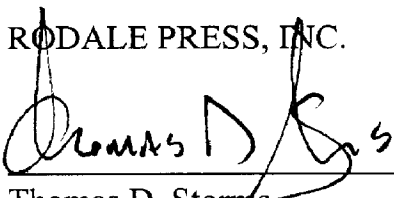
ASSIGNMENT

WHEREAS, RODALE PRESS, INC. ("Assignor"), a corporation of the Commonwealth of Pennsylvania, whose address is 33 East Minor Street, Emmaus, Pennsylvania 18098-0099, has adopted the following mark, which application is presently pending in the United States Patent and Trademark Office: PETS: PART OF THE FAMILY, Application Serial No. 75/500,995, filed June 12, 1998;

WHEREAS, GoPets, LLC ("Assignee"), a limited liability corporation of Delaware, whose address is 40 Kellogg Hill Road, Weston, Connecticut 06883, is desirous of acquiring said mark and the application thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above-identified application thereof.

RODALE PRESS, INC.

By: 

Thomas D. Storms
Vice President/Controller

Date: 6/22/99