

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
George G. Chachas		08/04/2004	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA	
Name:	JPC Enterprises, Inc.
Doing Business As:	Bark City Pet Emporium
Street Address:	6531 Landmark Drive, Suite C
City:	Park City
State/Country:	UTAH
Postal Code:	84098
Entity Type:	CORPORATION: UTAH

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2811668	BARK CITY

CORRESPONDENCE DATA	
Fax Number:	(801)566-0750
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(801) 566-6633
Email:	siegrist@tnw.com
Correspondent Name:	THORPE NORTH & WESTERN, LLP
Address Line 1:	P. O. Box 1219
Address Line 4:	Sandy, UTAH 84091-1219

ATTORNEY DOCKET NUMBER:	23678
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NAME OF SUBMITTER:	Clifton W. Thompson
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Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif
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OP \$40.00 2811668

WHEN RECORDED RETURN TO:
Clifton W. Thompson
THORPE NORTH & WESTERN, L.L.P.
P.O. BOX 1219
SANDY, UTAH 84091-1219

ATTORNEY DOCKET NO. 23678

A S S I G N M E N T

WHEREAS, George G. Chachas (hereinafter referred to as "ASSIGNOR"), a citizen of the United States of America, having an address of 4180 La Jolla Village Drive, Suite 500, La Jolla, California 92037, is the owner of all right, title, and interest in and to the trademark "BARK CITY", (hereinafter referred to as the "Mark"), which is registered in the United States Patent and Trademark Office on the Principal Register under Registration No. 2,811,668, having an issue date of February 3, 2004 (hereinafter referred to as the "registration"); and

WHEREAS, JPC Enterprises, Inc. dba Bark City Pet Emporium, (hereinafter referred to as "ASSIGNEE"), a corporation duly organized and existing under the laws of the State of Utah, having a principal business office at 6531 Landmark Drive, Suite C, Park City, Utah 84098, is desirous of acquiring all right, title and interest in and to the Mark held by George G. Chachas, and the above-identified registration;

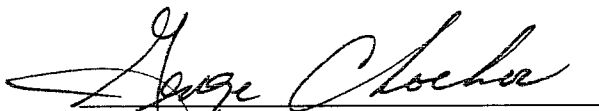
NOW, THEREFORE, in consideration of two thousand five hundred dollars (\$2,500) and other good and valuable consideration paid to the ASSIGNOR by the ASSIGNEE, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE any and all right, title and interest which it may hold in and to the Mark and the above-identified registration,

together with the goodwill of the business symbolized by and associated with the Mark.

The ASSIGNOR hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all certificates of registration of the Marks to the ASSIGNEE as the owner of the entire interest of said Mark, for the sole use and benefit of the said ASSIGNEE, its successors, assigns and legal representatives.

This Assignment and Agreement shall be binding upon any and all successors of the ASSIGNOR.

EFFECTIVE as of this 4th day of August, 2004.


George G. Chachas