

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	11/30/2004

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BAJER DESIGN & MARKETING, INC.		03/16/2005	CORPORATION: WISCONSIN

RECEIVING PARTY DATA

Name:	SPORTPET DESIGNS, INC.
Street Address:	N25 W23040 Paul Road
City:	Pewaukee
State/Country:	WISCONSIN
Postal Code:	53072
Entity Type:	CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78394912	SPORTPET DESIGNS

CORRESPONDENCE DATA

Fax Number: (414)273-5198
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 414-273-3500
 Email: bgilpin@gklaw.com
 Correspondent Name: Brian G. Gilpin
 Address Line 1: 780 North Water Street
 Address Line 2: Godfrey & Kahn, S.C.
 Address Line 4: Milwaukee, WISCONSIN 53202

NAME OF SUBMITTER:	Brian G. Gilpin
Signature:	/bgg/

CH \$40.00 78394912

Date:

03/16/2005

Total Attachments: 1

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NUNC PRO TUNC TRADEMARK ASSIGNMENT

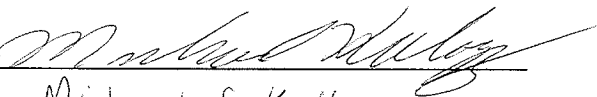
WHEREAS, BAJER DESIGN & MARKETING, INC., a Wisconsin corporation, (“Assignor”) is the owner of record of U.S. Trademark Application Serial Number 78/394912 for the mark SPORTPET DESIGNS for use in connection with “pet kennels, beds, and bedding” in International Class 20 and “pet toys” in International Class 28 (the “Trademark”); and

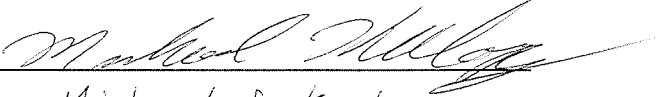
WHEREAS, SPORTPET DESIGNS, INC., a Wisconsin corporation (“Assignee”) having a place of business at N25 W23040 Paul Road, Pewaukee, WI 53072, is desirous of confirming its acquisition of all rights and goodwill in and to the Trademark effective as of November 30, 2004.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee and confirms its assignment to Assignee, its successors and assigns, effective as of November 30, 2004, all right, title and interest in and to the Trademark together with the goodwill of the business symbolized by the Trademark and any and all registrations therefor, throughout the world. This grant specifically includes, without limitation, all common law rights as may have been acquired by Assignor with respect to the Trademark or terms confusingly similar thereto, heretofore adopted or used by Assignor, as well as the right to recover for any third party infringement thereof, regardless of whether such infringement occurred before or occurs after the effective date of this Agreement.

BAJER DESIGN & MARKETING, INC.

SPORTPET DESIGNS, INC.

By: 
Name: Michael S. Kellogg
Title: President
Date: March 16, 2005

By: 
Name: Michael S. Kellogg
Title: President
Date: March 16, 2005

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