

12-01-2005

Form PTO-1594 (Rev. 07/05)
OMB Collection 0651-0027 (exp. 6/30/2008)



DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

RECORDS
TRADEMARKS ONLY
103128598

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

11-28-05

1. Name of conveying party(ies):

Ellen L. Levenson

- Individual(s)
- General Partnership
- Corporation- State: _____
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) October 19, 2005

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: CRUISE DAWG LLC

Internal Address: _____

Street Address: 873 NE 195 ST #309

City: Miami

State: FL

Country: USA Zip: 33179

- Association
- General Partnership
- Limited Partnership
- Corporation

Other LLC Citizenship Florida

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

48 679 554

B. Trademark Registration No.(s)

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

CRUISE DAWG

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

Name: CRUISE DAWG LLC

Internal Address: _____

Street Address: 873 NE 195 ST #309

City: Miami

State: FL Zip: 33179

Phone Number: 305-651-6305

Fax Number: 305-406-6109

Email Address: crusedawg@att.net

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____
Authorized User Name _____

9. Signature: Ellen L. Levenson

Signature

10/19/05
Date

Name of Person Signing
Ellen L. Levenson

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

11/30/2005 BYRNE 00000033 10679554
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Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK
REEL: 003263 FRAME: 0121

ASSIGNMENT OF INTELLECTUAL PROPERTY RIGHTS

WHEREAS, ELLEN L. LEVENSON ("**Assignor**"), with an address at 873 N.E. 195 St., #309, Miami, Florida 33179, is the applicant under an federal intent-to-use application under Serial #78/679,554 for the trademark "CRUISE DAWG" (the "**Mark**") for clothing for domestic pets; and

WHEREAS, CRUISE DAWG, LLC, a limited liability company duly organized and existing under the laws of the State of Florida ("**Assignee**"), is desirous of acquiring ownership rights in the Mark;

NOW, THEREFORE, for Ten Dollars (\$10) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee, effective the 22nd day of November, 2005, all of Assignor's right, title and interest in and to the United States federal registration for the Mark, Assignor's rights directly and/or indirectly related to the Mark, any rights Assignor may have obtained from the use of the Mark in the United States, the goodwill in the Mark, the goodwill of the business symbolized by the Mark and the rights and the benefits under each and every application for registration filed for the Mark in the United States.

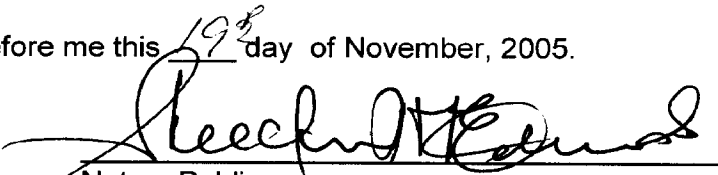
By: 
ELLEN L. LEVENSON

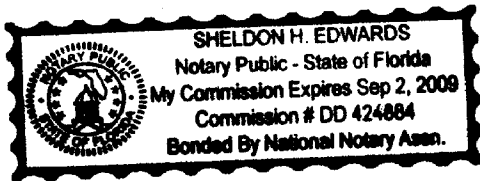
STATE OF FLORIDA)
COUNTY OF MIAMI-DADE)

BEFORE ME, the undersigned authority, personally appeared Ellen L. Levenson, who, being personally known to me and having been duly sworn by me on oath, deposes and states that she executed the foregoing Assignment on behalf of said corporation for the uses and purposes therein expressed.

SWORN TO and subscribed before me this 19th day of November, 2005.

My Commission expires:


Notary Public



ACKNOWLEDGMENT OF ASSIGNMENT OF RIGHTS

CRUISE DAWG, LLC, a limited liability company duly organized and existing under the laws of the State of Florida, whose business address is 873 N.E. 195 St., #309, Miami, Florida 33179 (the "Assignee"), having paid Ten Dollars (\$10) and other good and valuable consideration, hereby acknowledges:

1. ELLEN L. LEVENSON ("Assignor") desires to transfer, and Assignee desires to accept, effective November 22, 2005, all of Assignor's rights and interest in the trademark "CRUISE DAWG" (the "Mark"), for which Assignor has filed a federal intent-to-use application in the United States under Serial #78/679,554 for clothing for domestic pets.

2. Assignor has simultaneously herewith executed and delivered to Assignee an Assignment of Intellectual Property Rights with respect to her right, title, interest and goodwill in and to the Mark and with respect to the registration to be granted for her said application.

3. Assignee acknowledges that the consideration tendered hereunder is for the Assignor's right, title and interest in and to the Mark, Assignor's rights directly and/or indirectly related to the Mark, any rights Assignor may have obtained from the use of the Mark in the United States, the goodwill in the Mark and any and all rights and benefits under each and every registration acquired for the Mark in the United States.

4. Assignee assumes the obligation to handle on its own account each and every procedure deemed necessary and/or convenient in order to register this Assignment with the administrative or judicial authorities in the United States.

Dated the 19 day of November, 2005.

Witnesses:

[Handwritten signatures of witnesses]

CRUISE DAWG, LLC, Assignee

By: *[Handwritten signature of Claude A. Brancella]*
Name: Claude A. Brancella
Title: Owner

STATE OF FLORIDA)
COUNTY OF MIAMI-DADE)

BEFORE ME, the undersigned authority, personally appeared Claude A. Brancella, as owner of CRUISE DAWG, LLC, a Florida limited liability company, who, being personally known by me and having been duly sworn by me on oath, deposes and states that she executed the foregoing Acknowledgment of Assignment of Rights on behalf of said company, with full power and authority to do so, for the uses and purposes therein expressed.

SWORN TO and subscribed this 19th day of November, 2005.

My Commission Expires:

[Handwritten signature of Notary Public]
NOTARY PUBLIC

