

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cruise Dawg LLC		04/15/2006	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	Cruise Dawg Products Inc.		
Street Address:	873 N.E. 195 St., #309		
City:	Miami		
State/Country:	FLORIDA		
Postal Code:	33179		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78679554	CRUISE DAWG	
Serial Number:	78815217	CRUISE CRUNCH	
CORRESPONDENCE DATA			
Fax Number:	(305)651-6305		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3056516305		
Email:	cruisedawg@att.net		
Correspondent Name:	Cruise Dawg LLC		
Address Line 1:	873 N.E. 195 St.		
Address Line 4:	Miami, FLORIDA 33179		
NAME OF SUBMITTER:	Claude A. Brancella		
Signature:	/s/ Claude A. Brancella		
Date:	06/19/2006		

OP \$65.00 78679554

Total Attachments: 2

source=Di450_0505141149#page1.tif

source=Di450_0505141149#page2.tif

ASSIGNMENT OF INTELLECTUAL PROPERTY RIGHTS

WHEREAS, CRUISE DAWG LLC ("**Assignor**"), with an address at 873 N.E. 195 St., #309, Miami, Florida 33179, is the applicant under federal intent-to-use applications under Serial #78/679,554 and 78/815,217 for the trademarks "CRUISE DAWG" and "CRUISE CRUNCH", respectively (the "**Marks**") for clothing for domestic pets and for granola and granola-based snack bars, respectively; and

WHEREAS, CRUISE DAWG PRODUCTS INC., a corporation duly organized and existing under the laws of the State of Florida ("**Assignee**"), is desirous of acquiring ownership rights in the Marks;

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 15th day of April, 2006, all of Assignor's right, title and interest in and to the United States federal registrations for the Marks, Assignor's rights directly and/or indirectly related to the Marks, any rights Assignor may have obtained from the use of the Marks in the United States, the goodwill in the Marks, the goodwill of the business symbolized by the Marks and the rights and the benefits under each and every application for registration filed for the Marks in the United States.

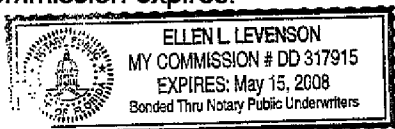
CRUISE DAWG LLC
By: *Claude A. Brancella*
Claude A. Brancella, Owner

STATE OF FLORIDA)
COUNTY OF MIAMI-DADE)

BEFORE ME, the undersigned authority, personally appeared Claude A. Brancella, as Owner of CRUISE DAWG LLC, 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 company for the uses and purposes therein expressed.

SWORN TO and subscribed before me this 15th day of April, 2006.

My Commission expires:



Ellen L. Levenson
Notary Public

ACKNOWLEDGMENT OF ASSIGNMENT OF RIGHTS

CRUISE DAWG PRODUCTS INC., a corporation 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. CRUISE DAWG LLC ("Assignor") desires to transfer, and Assignee desires to accept, effective April 15, 2006, all of Assignor's rights and interest in the trademarks "CRUISE DAWG" and "CRUISE CRUNCH" (the "Marks"), for which Assignor has filed federal intent-to-use applications in the United States under Serial #78/679,554 and 78/815,217, respectively, for clothing for domestic pets and for granola and granola-based snack products, respectively.


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

3. Assignee acknowledges that the consideration tendered hereunder is for the Assignor's right, title and interest in and to the Marks, Assignor's rights directly and/or indirectly related to the Marks, any rights Assignor may have obtained from the use of the Marks in the United States, the goodwill in the Marks and any and all rights and benefits under each and every registration acquired for the Marks 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 15th day of April, 2006.

Witnesses:



CRUISE DAWG PRODUCTS INC., Assignee
By: 
Name: Claude A. Brancella
Title: President

STATE OF FLORIDA)
COUNTY OF MIAMI-DADE)

BEFORE ME, the undersigned authority, personally appeared Claude A. Brancella, as President of CRUISE DAWG PRODUCTS INC., a Florida corporation, 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 15th day of April, 2006

My Commission Expires:




NOTARY PUBLIC