

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	08/03/2006

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Ted Rheingold		08/03/2006	INDIVIDUAL: UNITED STATES

**RECEIVING PARTY DATA**

Name:	Dogster, Inc.
Street Address:	555 De Haro Street #350
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94107
Entity Type:	CORPORATION: CALIFORNIA

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Registration Number:	3089438	DOGSTER: FOR THE LOVE OF DOG
Registration Number:	2923333	DOGSTER
Registration Number:	3092359	CATSTER: HERE KITTY KITTY
Registration Number:	3097444	CATSTER
Serial Number:	78591817	CATSTER MOBILE
Serial Number:	78591811	DOGSTER MOBILE

**CORRESPONDENCE DATA**

Fax Number: (206)359-9000  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 206-359-8000  
 Email: pctrademarks@perkinscoie.com  
 Correspondent Name: Grace Han Stanton  
 Address Line 1: 1201 Third Avenue, Suite 4800  
 Address Line 4: Seattle, WASHINGTON 98101

CH \$165.00 3089438

**TRADEMARK**

ATTORNEY DOCKET NUMBER:	62350-0001
NAME OF SUBMITTER:	Grace Han Stanton
Signature:	/Grace Han Stanton/
Date:	08/04/2006
Total Attachments: 4 source=Dogster Trademark Assignment SFX2BCB#page1.tif source=Dogster Trademark Assignment SFX2BCB#page2.tif source=Dogster Trademark Assignment SFX2BCB#page3.tif source=Dogster Trademark Assignment SFX2BCB#page4.tif	

## ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, Ted Rheingold ("Assignor"), an individual residing at 432 Connecticut St., San Francisco, CA 94107, has common law rights in the marks that is/are the subject of this assignment and as shown in the attached Exhibits and;

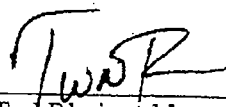
WHEREAS Assignor is the owner of the trademark/service mark registrations set forth in Exhibit 1 and incorporated herein by reference;

WHEREAS, Assignor is the owner of the pending intent-to-use trademark/service mark applications set forth in Exhibit 2 and incorporated herein by reference;

WHEREAS, Dogster, Inc. ("Assignee"), a California corporation with its principal place of business at 555 De Haro Street #350, San Francisco, California 94107, is desirous of acquiring said common law rights, registrations, applications, all business associated with the applications on Exhibit 2 and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title, business and interest in and to the marks, applications and registrations set forth in Exhibit 1 and Exhibit 2.

Signed this 3rd day of August, 2006.

  
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Ted Rheingold

Acceptance of Assignment

Dogster, Inc. , the Assignee above, does hereby accept the assignment of the trademarks .

Signed this 3<sup>rd</sup> day of August, 2006.

DOGSTER, INC., a California corporation

By: 

Name: Ted Rheingold

Title: Chief Executive Officer

EXHIBIT 1

TRADEMARK REGISTRATIONS

<b>Trademark</b>	<b>Registration No.</b>	<b>Registration Date</b>
DOGSTER: FOR LOVE OF THE DOG	3,089,438	May 9, 2006
DOGSTER	2,923,333	February 1, 2005
CATSTER: HERE KITTY KITTY	3,092,359	May 16, 2006
CATSTER	3,097,444	May 30, 2006

EXHIBIT 2

PENDING "INTENT-TO-USE" APPLICATIONS

<b>Trademark</b>	<b>Serial No.</b>	<b>Filing Date</b>
DOGSTER MOBILE	78591811	March 1, 2005
CATSTER MOBILE	78591817	March 1, 2005