

TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of July 13, 2007, from Boehringer Ingelheim Vetmedica, Inc. ("ASSIGNOR"), to Boehringer Ingelheim Vetmedica GmbH ("ASSIGNEE"):

WHEREAS, ASSIGNOR is the owner of the trademarks ("the Marks") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods on which the Marks are used ("the Products").

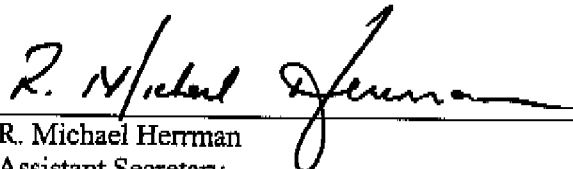
WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks, together with the goodwill of the business relating to the Products in respect upon which the Marks are used and for which registration of the Marks is sought.

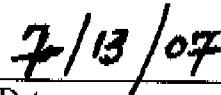
ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

Boehringer Ingelheim Vetmedica, Inc.



R. Michael Herrman
Assistant Secretary



Date

**EXHIBIT A
TRADEMARKS**

Mark	Filing Date	Application Number	Registration Number
HEART OF A HERO	2/16/05	78/568,245	N/A
INSIDE A DOG BEATS THE HEART OF A HERO (words & design)	2/17/2005	78/569,477	N/A
INSIDE A DOG BEATS THE HEART OF A HERO (words only)	9/22/2004	78/487,721	N/A
INSIDE MY DOG BEATS THE HEART OF A HERO (design and words)	6/20/2003	78/265,123	N/A
INSIDE MY DOG BEATS THE HEART OF A HERO (design only)	6/20/2003	78/265,128	N/A
INSIDE MY DOG BEATS THE HEART OF A HERO (words only)	6/20/2003	78/265,140	N/A