

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
DentaClean, LLC		10/17/2007	LIMITED LIABILITY COMPANY: NEW JERSEY
RECEIVING PARTY DATA			
Name:	HT Pet Products, LLC		
Street Address:	6500 Trowbridge Drive		
City:	El Paso		
State/Country:	TEXAS		
Postal Code:	79905-3402		
Entity Type:	LIMITED LIABILITY COMPANY: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2877773	DENTACHOICE	
CORRESPONDENCE DATA			
Fax Number:	(915)545-4433		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	915-545-1133		
Email:	dleffman@gordonmottpc.com		
Correspondent Name:	D. Leffman - Gordon Mott & Davis P.C.		
Address Line 1:	4695 N. Mesa Suite 100		
Address Line 4:	El Paso, TEXAS 79912		
ATTORNEY DOCKET NUMBER:	6984.1(HT PET)DENTACHOICE		
NAME OF SUBMITTER:	/Gerald Shulman/		
Signature:	/Gerald Shulman/		
Date:	01/07/2008		

OP \$40.00 2877773

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, DENTACLEAN, LLC, a New Jersey limited liability company, and having its principal place of business at 35-B Green St., Hackensack, New Jersey 07601 ("Assignor"), has adopted, used, is using and is the owner of the following trademark which has been filed and registered with the United States Patent and Trademark Office under 15 U.S.C. 1051 the following trademarks ("Trademark"):

Trademark: DENTACHOICE, LLC (Word Mark)
International Class 031 – Edible (natural or synthetic) chewing bones for domestic animals.
And Services: 018 – Rawhide chewing bones for domestic animals.
Serial Number: 75911810
U.S. Registration No.: 2877773
Filing Date: February 7, 2000
Registration Date: August 24, 2004

WHEREAS, Assignor has adopted, used and is using certain related trade dress in association with the Trademarks (the "Trade Dress"); and

WHEREAS, HT Pet Products, LLC, a limited liability company organized under the laws of the State of Texas, whose address is 6500 Trowbridge Drive, El Paso, Texas 79905-3402, hereinafter referred to as Assignee, has acquired a portion of the business to which the Trademarks pertain, and is desirous of affirming it has acquired world-wide rights in and to said Trademarks, together with the goodwill of the business symbolized by said Trademarks, and any and all world-wide registrations and applications for registration of said Trademarks;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for and in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby acknowledges that it has sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over, unto said Assignee the entire world-wide right, title, and interest in and to said Trademarks and Trade Dress, all registrations and applications for registration of said Trademarks and Trade Dress, including, without limitation, those specifically hereinbefore identified, the right to recover for past infringement of said Trademarks and Trade Dress, and the goodwill of the business in connection with which said Trademarks and Trade Dress is used and which is symbolized by said Trademarks and Trade Dress.

[Signature on Following Page]

DENTACLEAN, LLC, a New Jersey limited liability company, as Assignor

By: [Signature]
Name: G. Shulman
Title: Manager
Date: 10/17/07

Before me, the undersigned authority, on this day personally appeared Gerald Shulman, the manager of DENTACLEAN, LLC, a New Jersey limited liability company, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed the same for the purposes and consideration therein expressed, in the capacity therein stated and as the act and deed of said limited liability company.

Given under my hand and seal of office on this 17 day of October, 2007.

[Signature]
Notary Public in and for the State of Texas

My Commission Expires:

08-11-2008

