

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
Alpha-M, Inc.		01/10/2011	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	Premier Pet Products, LLC		
Street Address:	14201 Sommerville Ct.		
City:	Midlothian		
State/Country:	VIRGINIA		
Postal Code:	23113		
Entity Type:	LIMITED LIABILITY COMPANY: VIRGINIA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	1467347	GENTLE LEADER	
Registration Number:	2885085	GENTLE TRAINER	
Registration Number:	2890046	GENTLE HALTER	
Registration Number:	2898035	GENTLE WALKER	
Registration Number:	2933937	GENTLE	
Registration Number:	2944808	GENTLE WALKER	
CORRESPONDENCE DATA			
Fax Number:	(913)647-9057		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	9136479050		
Email:	tmdocketing.vanhoozer@hoveywilliams.com		
Correspondent Name:	Thomas H. Van Hoozer,HOVEY WILLIAMS LLP		
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CH \$165.00 1467347

ATTORNEY DOCKET NUMBER:	2289.000
NAME OF SUBMITTER:	Thomas H. Van Hoozer
Signature:	/Thomas H. Van Hoozer/
Date:	01/13/2011
Total Attachments: 2 source=executed US Assignment-TBF#page1.tif source=executed US Assignment-TBF#page2.tif	

A S S I G N M E N T

WHEREAS, Alpha-M, Inc., a corporation of Minnesota, having its principal place of business at 1666 Coffman Street No. 314, Falcon Heights, Minnesota 55108 (hereinafter "Alpha-M"), has adopted, used and is using the marks:

<u>Mark</u>	<u>Registration No.</u>
GENTLE LEADER	1,467,347
GENTLE TRAINER	2,885,085
GENTLE HALTER	2,890,046
GENTLE WALKER	2,898,035
GENTLE	2,933,937
GENTLE WALKER	2,944,808

(hereinafter "said Marks") which are registered in the United States Patent and Trademark Office; and

WHEREAS, Premier Pet Products, LLC, a limited liability company organized under the laws of the Commonwealth of Virginia, having its principal place of business at 14201 Sommerville Ct., Midlothian, Virginia 23113 (hereinafter "Premier"), is desirous of acquiring said Marks and the registrations thereof in the United States;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Alpha-M does hereby assign unto the said Premier, all right, title and interest in and to the said Marks in the United States, together with the good will of the business symbolized by the mark, and the above identified registrations thereof together with the right to sue for and collect on all claims for damages by reason of past infringement of any of said Marks.

