

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM315354

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Precious Moments Company, Inc.		08/27/2014	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Precious Moments, Inc.		
<b>Street Address:</b>	4105 Chapel Road		
<b>City:</b>	Carthage		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	64836		
<b>Entity Type:</b>	CORPORATION: MISSOURI		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3463803	PRECIOUS PAWS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8668936754		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	4173584700		
<b>Email:</b>	derekm@ideaprotect.com		
<b>Correspondent Name:</b>	Derek P. Martin		
<b>Address Line 1:</b>	PO Box 548		
<b>Address Line 4:</b>	Carthage, MISSOURI 64836		
<b>ATTORNEY DOCKET NUMBER:</b>	PRECIOUS PAWS		
<b>NAME OF SUBMITTER:</b>	Derek P. Martin		
<b>SIGNATURE:</b>	/derekpmartin/		
<b>DATE SIGNED:</b>	08/27/2014		
<b>Total Attachments: 2</b>			
source=Assignment from PMC to PMI (signed)#page1.tif			
source=Assignment from PMC to PMI (signed)#page2.tif			

OP \$40.00 3463803

**Assignment of Trademark**

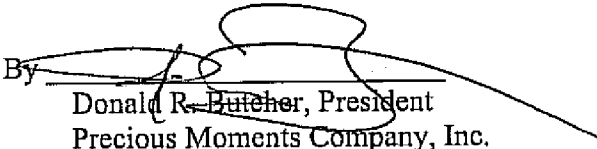
WHEREAS, Precious Moments Company, Inc., a Missouri corporation having a place of business at 2850 W. Golf Rd., Suite 250, Rolling Meadows, IL 60008 (hereinafter "Assignor") has used the trademark Precious Paws (hereinafter referred to as "said mark"), registered in the United States Patent and Trademark Office as U.S. Registration No. 3,463,803 on July 8, 2008; and

WHEREAS, Precious Moments, Inc., a Missouri corporation having a place of business at 4105 Chapel Road, Carthage, MO 64836 (hereinafter "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to said mark and the registration therefor, together with any common law rights and the goodwill of the business in connection with which said mark is used and which is symbolized by said mark, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the adequacy and receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to said mark and the registration therefor for the United States and throughout the world together with the goodwill of the business in connection with which said mark is used and which is symbolized by said mark, along with the right to recover for damages and profits for past infringements thereof.

Assignor agrees to execute and deliver at the request of the assignee, all papers, instruments and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to said mark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

Assignor

By   
Donald R. Butcher, President  
Precious Moments Company, Inc.

Corporate Acknowledgment Form

STATE OF MISSOURI )  
 ) ss.:  
COUNTY OF JASPER )

On this 27<sup>th</sup> day of Aug, 2014, before me personally came Donald R. Butcher to me known, who being by me duly sworn did depose and say that he is the President of Precious Moments Company, Inc., the corporation described in and which executed the foregoing instrument; that he knows the corporate seal of said corporation; that the seal affixed to said instrument is such corporate seal; that it was so affixed by order of the Board of Directors of said corporation, and that he signed his name thereto by like order.

Carla Randall  
Notary Public

[Affix notary stamp and  
notary seal]

