

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM485989

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Vets Plus		08/13/2018	Corporation: WISCONSIN
RECEIVING PARTY DATA			
Name:	Probioticsmart, LLC		
Street Address:	4602 Domain Drive		
City:	Menomonie		
State/Country:	WISCONSIN		
Postal Code:	54751		
Entity Type:	Limited Liability Company: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87563991	SMART FIDO	
CORRESPONDENCE DATA			
Fax Number:	6082529243		
<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>			
Phone:	6082558891		
Email:	mal@dewittross.com		
Correspondent Name:	Marcia Layton		
Address Line 1:	DeWitt Ross & Stevens S.C.		
Address Line 2:	2 E. Mifflin Street, Suite 600		
Address Line 4:	Madison, WISCONSIN 53703-2865		
NAME OF SUBMITTER:	Marcia Layton		
SIGNATURE:	/marcialayton/		
DATE SIGNED:	08/14/2018		
Total Attachments: 2			
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source=USPTO--180814--Assignment--Smart_Fido--Vets_Plus_to_PSC#page2.tif			

OP \$40.00 87563991

ASSIGNMENT OF MARK

This document is an ASSIGNMENT made by Vets Plus, a Wisconsin corporation located and doing business at 302 Cedar Falls Road, Menomonie, WI 54751 (hereinafter the ASSIGNOR), to, Probioticsmart, LLC, a Wisconsin limited liability company located and doing business at 4602 Domain Drive, Menomonie, WI 54751 (hereinafter the ASSIGNEE).

ASSIGNOR is the owner of the following mark, for which an application for federal registration is pending in the U.S. Patent and Trademark Office:

Mark	Application Serial No.	Application Filing Date
SMART FIDO	87563991	August 10, 2017

ASSIGNEE, as the successor to ASSIGNOR to that part of the ongoing and existing business to which the mark pertains (15 USC §1060(1)), wishes to obtain the foregoing mark, its foregoing U.S. application for registration, and the goodwill of the business connected with and symbolized by the mark.

THEREFORE, for good and valuable consideration provided by ASSIGNEE to ASSIGNOR, the receipt and sufficiency of which is hereby mutually acknowledged:

ASSIGNOR hereby sells, assigns, and transfers to ASSIGNEE all of its rights, title and interest in and to the above-noted mark, all above-noted registrations of and applications to register the mark, and all goodwill associated with and symbolized by the mark. ASSIGNOR represents and warrants that it has the full power to enter into and perform this agreement.

ASSIGNOR further assigns to ASSIGNEE all right to sue for and receive all damages accruing from past infringements of the mark herein assigned.

ASSIGNOR shall execute and deliver such additional documents as may be reasonably requested by ASSIGNEE to vest or protect ASSIGNEE's rights in the mark.

This agreement shall be binding upon and shall inure to the benefit of the heirs, legal representatives, successors, and assigns of ASSIGNOR and ASSIGNEE, as well as all others acting by, through, with or under their direction, and all those in privity therewith.

This agreement shall be construed under and pursuant to the laws of the State of Wisconsin, and the form and venue for any conflict shall be a court located in the State of Wisconsin or within any other state in which it is alleged by the plaintiff that the defendant has violated this agreement.

The Assistant Commissioner for Trademarks is requested to issue any Certificate of Registration relating to the above-noted pending application to ASSIGNEE.

On behalf of Vets Plus, Inc. (ASSIGNOR):

David Nelson
David Nelson, President

08 13 2018
Month Day Year

The Notary named below states that on this 13th day of August, 2018,
David Nelson appeared before me at:

City of Menomonie County of Dunn State of Wisconsin

and acknowledged that this agreement was signed as a free act on behalf of David Nelson, with authority to do so.

KARLA WAYNE
Notary Public, State of Wisconsin
My Commission Expires 3/21/21

Karla Wayne
Notary Public

State of Wisconsin

My commission expires: March 21, 2021

On behalf of Probioticsmart, LLC (ASSIGNEE):

Rajiv Lall
Rajiv Lall, Managing Member

08 13 2018
Month Day Year

The Notary named below states that on this 13th day of August, 2018,
Rajiv Lall appeared before me at:

City of Menomonie County of Dunn State of WI

and acknowledged that this agreement was signed as a free act on behalf of Rajiv Lall, with authority to do so.

KARLA WAYNE
Notary Public, State of Wisconsin
My Commission Expires 3/21/21

Karla Wayne
Notary Public

State of Wisconsin

My commission expires: March 21, 2021