

TRADEMARK ASSIGNMENT COVER SHEET

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ETAS ID: TM521672

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Isam Holdings Ltd.		04/22/2019	Limited Company: CANADA
RECEIVING PARTY DATA			
Name:	Canada Pooch Ltd.		
Street Address:	300-170 Bedford Road		
City:	Toronto, Ontario		
State/Country:	CANADA		
Postal Code:	M5R2K9		
Entity Type:	Limited Liability Company: CANADA		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Serial Number:	87856232	BIRCH	
Serial Number:	87856233	BIRCH	
Registration Number:	4915387	CANADA POOCH	
Serial Number:	88167572	CANADA POOCH	
Registration Number:	4330214	CANADA POOCH	
Serial Number:	87650567	CANADA POOCH ATHLETICS	
Registration Number:	5121831	NORTH FETCH	
Registration Number:	5000254	NORTH FETCH	
Registration Number:	4668091	NORTH FETCH ATHLETICS	
Registration Number:	5201892	WELLIES	
CORRESPONDENCE DATA			
Fax Number:	5037785299		
<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:	5032412300		
Email:	pdxtrademarks@dwt.com		
Correspondent Name:	Sheila Fox Morrison		
Address Line 1:	1300 SW Fifth Avenue		
Address Line 2:	Suite 2400		
Address Line 4:	Portland, OREGON 97201		

CH \$265.00 87856232

ATTORNEY DOCKET NUMBER:	0109579.00001
NAME OF SUBMITTER:	Tammy L. Bunch
SIGNATURE:	/Tammy L. Bunch/
DATE SIGNED:	05/01/2019

Total Attachments: 5

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TRADEMARK ASSIGNMENT

Isam Holdings Ltd., a Canada Limited Company ("Assignor") with a principal place of business at 170 Bedford Road, Suite 300, Toronto, Ontario, Canada M5R2K9, is the owner of the trademarks and associated trademark applications and registrations listed in Exhibit A (the "Trademarks").

Canada Pooch Ltd., a Canada Limited Liability Company ("Assignee") with a principal place of business at 300-170 Bedford Road, Toronto, Ontario, Canada M5R2K9, is desirous of acquiring said Trademarks.

With regard to the Trademarks pending before the United States Patent and Trademark Office and filed on the basis of Assignor's *bona fide* intent to use in commerce in connection with such applied for goods/services but for which allegations of use under 15 U.S.C. §§ 1051 (c) or 1051 (d) have not been filed ("Pending ITU Applications"), the Assignor hereby assigns all rights associated with the Trademarks, as part of the entire business or portion thereof to which the Pending ITU Applications pertain as required by 15 U.S.C. § 1060; and Assignee, as the successor of the ongoing and existing business of Assignor to which the Pending ITU Applications pertain, is interested in acquiring the Trademarks, and all rights associated therewith.

Furthermore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee, all right, title and interest, including common law rights, in the United States of America and all other countries and jurisdictions of the world in and to the Trademarks, and all other names and marks similar to or based upon the Trademarks; the goodwill of the business associated therewith and symbolized thereby; all registrations and pending applications associated with the Trademarks (including without limitation those listed in Exhibit A); all rights of priority therein in any jurisdiction of the world as may now or hereafter be granted to it by law, treaty or other international convention; and all rights, interests, claims and demands recoverable in law or in equity, that Assignor has or may have in profits and damages for past, present and future infringements thereof, including but not limited to the right to compromise, sue for and collect said profits and damages.

The parties hereto have caused this Agreement to be executed by their duly authorized officers as of the date identified below.

Effective date: April 22nd, 2017

ISAM HOLDINGS LTD. ("Assignor")

By: [Signature]

Name: Jacqueline Pacheco

Title: President

CANADA POOCH LTD. ("Assignee")






By: [Signature]

Name: Jacqueline Pacheco

Title: CEO

EXHIBIT A

MARK	COUNTRY	APP NO. / FILE DATE	REG NO. / REG DATE	GOODS / SERVICES	STATUS
BIRCH	CANADA	1861233 Filed: 10/05/2017		21 - Pet products, namely, bedding and mats, feeding bowls, crates, storage containers for food and treats, blankets and toys, all for dogs and cats. 36 - Online retail store services, namely, online sale of pet products.	PENDING
BIRCH & Design 	CANADA	1861240 Filed: 10/05/2017		21 - Pet products, namely, bedding and mats, feeding bowls, crates, storage containers for food and treats, blankets and toys, all for dogs and cats. 36 - Online retail store services, namely, online sale of pet products.	PENDING
CANADA POOCH	CANADA	1863614 Filed: 10/19/2017		25 - Pet care products, namely, pet clothing, pet toys, edible treats for cats and dogs, bowls, leashes, collars, and brushes for cats and dogs; pet grooming preparations 35 - Operating an online store, namely, selling pet clothing and accessories via the internet	PENDING
CANADA POOCH	CANADA	1672163 Filed: 04/10/2014	TMA905215 06/03/2015	35 - Operation of a website for disseminating information in the field of pet products and where to buy pet products	REGISTERED
CANADA POOCH and Design 	CANADA	1533869 Filed: 06/29/2011	TMA832267 09/18/2012	n/a - Pet care products, namely, pet clothing, pet toys, edible treats for cats and dogs, bowls, leashes, collars, brushes and pet grooming preparations; Wholesale sales of pet care products and pet grooming preparations; Operating a website for receiving orders online and for providing information in the fields of pet care and pet care products	REGISTERED
CANADA POOCH ATHLETICS Bulldog Design 	CANADA	1595677 Filed: 09/25/2012	TMA860440 09/17/2013	n/a - Pet care products, namely, pet clothing, pet toys, edible treats for cats and dogs, bowls, leashes, collars, harnesses, brushes, beds, blankets and pet grooming preparations; Operation of a website for providing information in the fields of pet care and pet care products; Operation of an e-commerce website in the field of pet care products	REGISTERED
NORTH FETCH	CANADA	1582945 Filed: 06/20/2012	TMA890694 11/25/2014	n/a - Animal leashes; Collars for animals; Pet clothing; Pet bedding	REGISTERED
NORTH FETCH & Design 	CANADA	1573714 Filed: 04/18/2012	TMA889098 10/31/2014	n/a - Animal leashes; collars for animals; pet clothing; pet bedding; pet accessories, namely, pet bedding and bowls	REGISTERED

MARK	COUNTRY	APP NO. / FILE DATE	REG NO. / REG DATE	GOODS / SERVICES	STATUS
WELLIES	CANADA	1686724 Filed: 07/24/2014	TMA915102 09/24/2015	n/a - Dog apparel, namely, protective wear for paws	REGISTERED
CANADA POOCH	CHINA	27120205 Filed: 10/27/2017		18 - Pet clothing; animal leashes; pet collars; pet harnesses; muzzies; covers for animals.	PENDING
CANADA POOCH and Design 	CHINA	10268650 Filed: 12/05/2011	10268650 08/21/2014	18 - Pet clothing; department of pet belt; pet collars; pet harness; pet coat; pet jacket	REGISTERED
CANADA POOCH	EUROPEAN UNION (EUTM)	017372434 Filed: 10/23/2017	017372434 03/19/2018	18 - Pet clothing; leashes for animals; collars for pets; harnesses for animals; restraining straps for pets. 20 - Beds for household pets.	REGISTERED
CANADA POOCH and Design 	EUROPEAN UNION (EUTM)	010493302 Filed: 12/14/2011	010493302 05/11/2012	18 - Clothing for animals; collars for animals; leashes for animals 28 - Toys for animals 35 - Wholesale sales of pet care products and pet grooming preparations; operating a website for receiving orders online	REGISTERED
CANADA POOCH and Design 	JAPAN	2016141279 Filed: 12/16/2016	5992620 11/02/2017	18 - Pet clothing, animal leashes and collars for animals; all of the aforesaid goods are designed in Canada.	REGISTERED
CANADA POOCH and Design 	SOUTH KOREA	4020160114 449 Filed: 12/16/2016	401310938 12/07/2017	18 - Pet clothing; animal leashes; collars for animals	REGISTERED
CANADA POOCH and Design 	TAIWAN	107033081 Filed: 05/25/2018		18 - Clothing for animals; animal restraining devices, namely, collars, harnesses, restraining straps, leashes. 28 - Toys for animals; pet toys. 35 - Wholesale sales of pet products and pet grooming preparations; on-line retail store services featuring pet products and pet grooming preparations; on-line ordering services pet products.	PENDING
BIRCH	USA	87856232 Filed: 03/29/2018		20 - Beds for household pets; pet crates; pet crate covers.	PENDING

MARK	COUNTRY	APP NO. / FILE DATE	REG NO. / REG DATE	GOODS / SERVICES	STATUS
				21 - Pet feeding and drinking bowls; grooming tools for pets, namely, combs and brushes; household storage containers for pet food; plastic pet crate mats. 24 - Blankets for household pets. 35 - Online retail store services featuring pet products.	
BIRCH & Design 	USA	87856233 Filed: 03/29/2018		20 - Beds for household pets; pet crates; pet crate covers. 24 - Blankets for household pets. 21 - Plastic pet crate mats.	PENDING
CANADA POOCH	USA	85421901 Filed: 09/13/2011	4915387 03/08/2016	18 - Animal harnesses; harnesses; pet clothing.	REGISTERED (Supplemental)
CANADA POOCH	USA	88167572 Filed: 10/24/2018		18 - Animal harnesses; harnesses; pet clothing.	PUBLISHED
CANADA POOCH and Design 	USA	85440064 Filed: 10/05/2011	4330214 05/07/2013	18 - Pet clothing, animal leashes, and collars for animals	REGISTERED
CANADA POOCH ATHLETICS Bulldog Design 	USA	87650567 Filed: 10/18/2017		18 - Pet clothing; pet products, namely, pet restraining devices consisting of leashes, collars, harnesses.	PUBLISHED
North Fetch	USA	86720944 Filed: 08/11/2015	5121831 01/17/2017	18 - Animal leashes; Collars for animals	REGISTERED
North Fetch	USA	86979274 Filed: 08/11/2015	5000254 07/12/2016	18 - Pet clothing	REGISTERED
NORTH FETCH ATHLETICS and Design 	USA	85824334 Filed: 01/16/2013	4668091 01/06/2015	18 - Animal leashes; collars for animals; pet clothing; pet collar accessories, namely, charms	REGISTERED
WELLIES	USA	86432750	5201892	18 - Dog apparel	REGISTERED

MARK	COUNTRY	APP NO. / FILE DATE	REG NO. / REG DATE	GOODS / SERVICES	STATUS
		Filed: 10/23/2014	05/09/2017		(Supplemental)

4827-4265-9209v.2 0109579-000003

RECORDED: 05/01/2019

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