

Form PTO-1595 (Rev. 03/05)
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U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET PATENTS ONLY	
File No. _____ To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.	
1. Name of conveying party(ies) Marketing and Creative Sales, Inc. Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Name and address of receiving party(ies) Name: <u>Royalty Partners, Limited Partnership</u> Internal Address: <u>c/o Strategem Associates, Inc.</u> Street Address: <u>26 Chestnut Street, Suite 2H</u> City: <u>Andover</u> State: <u>MA</u> Country: <u>USA</u> Zip: <u>01810</u> Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
3. Nature of conveyance/Execution Date(s): Execution Date(s) <u>February 25, 2005</u> <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Joint Research Agreement <input type="checkbox"/> Government Interest Assignment <input type="checkbox"/> Executive Order 9424, Confirmatory License <input type="checkbox"/> Other _____	4. Application or patent number(s): <input type="checkbox"/> This document is being filed together with a new application. A. Patent Application No.(s) _____ B. Patent No.(s) <u>D454,993</u> Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
5. Name and address to whom correspondence concerning document should be mailed: Name: <u>Robert M. Bain</u> Internal Address: <u>Senniger Powers</u> Street Address: <u>One Metropolitan Square</u> <u>16th Floor</u> City: <u>St. Louis</u> State: <u>Missouri</u> Zip: <u>63102</u> Phone Number: <u>314-231-5400</u> Fax Number: <u>314-231-4342</u> Email Address: <u>uspatents@senniger.com</u>	6. Total number of applications and patents involved: <u>1</u> 7. Total fee (37 CFR 1.21(h) & 3.41) \$ <u>40</u> <input type="checkbox"/> Authorized to be charged by credit card <input checked="" type="checkbox"/> Authorized to be charged to deposit account <input type="checkbox"/> Enclosed <input type="checkbox"/> None required (government interest not affecting title)
9. Signature: <u>Robert M. Bain</u> <div style="text-align: center;">Signature</div> <div style="text-align: center;">Robert M. Bain</div> <div style="text-align: center;">Name of Person Signing</div>	8. Payment Information a. Credit Card Last 4 Numbers _____ Expiration Date _____ b. Deposit Account Number <u>19-1345</u> Authorized User Name <u>Senniger Powers Leavitt &</u> Total number of pages including cover sheet, attachments, and documents: 3

Documents to be recorded (including cover sheet) should be faxed to (703) 308-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

ASSIGNMENT OF PATENT

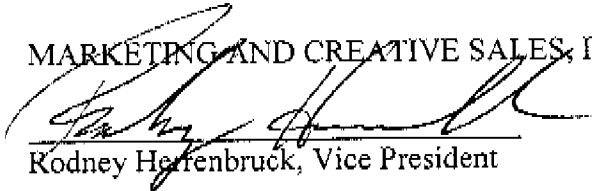
WHEREAS, Marketing and Creative Sales, Inc. did obtain by way of an assignment from inventor, Rod K. Herrenbruck of 18010 Pine Canyon Court, Chesterfield, Missouri, a United States Patent for an improvement in a pet toy, patent number D454,993, patent issue date March 26, 2002; and whereas, Marketing and Creative Sales, Inc. is now the sole owner of said Patent, and is identified as "Assignor" for purposes of this document and,

WHEREAS, Royalty Partners, Limited Partnership, of c/o Strategem Associates, Inc., 26 Chestnut Street, Suite 2H, Andover, Massachusetts, hereinafter referred to as "Assignee", is desirous of acquiring the entire right, title and interest in the same;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto said Assignee the entire right, title and interest in and to the said Patent aforesaid; the same to be held and enjoyed by the said Assignee for its own use and behoof, and for its legal representatives and assigns, to the full end of the term for which said Patent is granted, as fully and entirely as the same would have been held by Assignor had this assignment and sale not been made.

Executed this 25th day of February, 2005.

MARKETING AND CREATIVE SALES, INC.

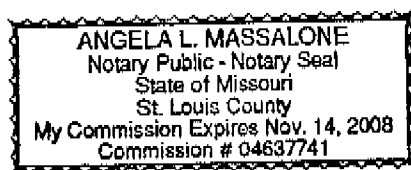

Rodney Herrenbruck, Vice President

Assignment of Patent page 2

State of Missouri

County of St. Louis

Before me personally appeared said Rodney Herrenbruck, Vice President of Marketing and Creative Sales, Inc. who acknowledged the foregoing instrument to be his free act and deed on behalf of Marketing and Creative Sales, Inc. this 25th day of February 2005.



Angela L. Massalone

(Print Name) Angela L. Massalone, Notary