

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Dingo Brand, L.L.C.	05/17/2007
RECEIVING PARTY DATA	
Name:	United Pet Group, Inc.
Street Address:	7794 Five Mile Road
Internal Address:	Suite 190
City:	Cincinnati
State/Country:	OHIO
Postal Code:	45230
PROPERTY NUMBERS Total: 3	
Property Type	Number
Patent Number:	5673653
Application Number:	09874353
Application Number:	10465002
CORRESPONDENCE DATA	
Fax Number:	(314)231-4342
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(314) 231-5400
Email:	uspatents@senniger.com
Correspondent Name:	Christopher M. Goff
Address Line 1:	One Metropolitan Square, 16th Floore
Address Line 2:	Senniger Powers
Address Line 4:	St. Louis, MISSOURI 63102
NAME OF SUBMITTER:	Christopher M. Goff

CH \$120.00 5673653

Total Attachments: 2
 source=00467719#page1.tif

ASSIGNMENT OF PATENTS

WHEREAS, Dingo Brand, L.L.C. ("Assignor"), a limited liability company of the State of Hawaii, is or claims to be the owner of all right, title and interest in and to the following patents and patent applications (collectively the "Patents"), including any inventions described therein;

Country	Application No.	Patent No.	Filing Date	Issue Date
U.S.A.	08/721,348	5,673,653	26 Sep. 1996	07 Oct. 1997
U.S.A.	09/874,353		06 Jun. 2001	
U.S.A.	10/465,002		19 Jun. 2003	
P.C.T.	PCT/US02/17741			
P.C.T.	PCT/US02/17742		05 Jun. 2002	
P.C.T.	PCT/US97/17127		25 Sep. 1997	
Canada	2,449,840		05 Jun. 2002	
Canada	2,265,862	2,265,862	25 Sep. 1997	09 Mar. 2004
Japan	2003-501365		05 Jun. 2002	
Japan	1998-515864		25 Sep. 1997	
South Korea	10-2003-7015935		05 Jun. 2002	
China	02815507.6		05 Jun. 2002	
China	97199885.X	ZL97199885.X	25 Sep. 1997	27 Mar. 2002
Australia	44990/97	722186	25 Sep. 1997	09 Nov. 2000
Singapore	9901314-6	64615	25 Sep. 1997	17 Apr. 2001

and

WHEREAS, United Pet Group, Inc. ("Assignee"), a Delaware corporation, having an office at 7794 Five Mile Road, Suite 190, Cincinnati, Ohio 45230 U.S.A., desires to acquire all right, title and interest in and to the Patents;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee all right, title and interest in and to the Patents, including, without limitation, each and every

**ASSIGNMENT OF PATENTS
DINGO BRAND, L.L.C., TO UNITED PET GROUP, INC.**

invention described in the Patents, any and all continuations, divisions, continuations-in-part, renewals or substitutes thereof as well as all reissues, reexaminations, renewals and extensions thereof, for the United States of America, its territories and possessions and all foreign countries, including the right to file corresponding applications in any and all foreign countries, and to claim priority under any and all treaties and conventions to which the United States of America is a signatory for such corresponding applications or any division, continuation, continuation-in-part or substitution thereof, the same to be held and enjoyed by Assignor, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignee, had this Assignment of Patents not been made.

IN WITNESS WHEREOF, Assignor has caused this Assignment of Patents to be executed this 17th day of May, 2007, but effective as of the 1st day of January, 2004.

DINGO BRAND, L.L.C.



Peter B. Wheeler
Chief Operating Officer

* * * * *