

**PATENT ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Douglas H. SCHALK	03/18/2008
Michael INNIS	03/18/2008
Tracey Dianne ZIENER	06/30/2008
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	MARS, Incorporated
<b>Street Address:</b>	6885 Elm Street
<b>City:</b>	McLean
<b>State/Country:</b>	VIRGINIA
<b>Postal Code:</b>	22101
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	29303399
<b>CORRESPONDENCE DATA</b>	
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ATTORNEY DOCKET NUMBER:	028871.00003 (PA.0242)
NAME OF SUBMITTER:	William D. Doyle

OP \$40.00 29303399

Total Attachments: 3  
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**ASSIGNMENT**

FOR VALUE RECEIVED, we, **Douglas H. SCHALK**, a citizen of the United States, having an address of 4411 S. Jackson Avenue, Joplin, MO 64804, **Michael INNIS**, a citizen of the United States, having an address of 441 E 17th Street, Baxter Springs, KS 66713, and **Tracey Dianne ZIENER**, a citizen of Great Britain, having an address of 700 Legends Crest Drive, Franklin, TN 37069,

hereby sell, assign, transfer and convey unto **MARS, INCORPORATED**

a corporation of the State of Delaware,

having a place of business at 6885 Elm Street, McLean, VA 22101,

its successors, assigns and legal representatives (hereinafter called the "Assignee"), the entire right, title and interest, for all countries and regions, in and to certain inventions relating to and described in **U.S. Design Patent Application No. 29/303,399**, filed February 7, 2008, entitled

**PET TREAT**

and in and to said registrations, and all divisions, renewals and continuations thereof, and all Letters Patent of any country or region which may be granted, thereon, and all reissues and extensions thereof, and all applications for Letters Patent or other grants of protection of proprietary rights including, but not limited to, inventor's certificate, utility model, utility certificate, patent of importation, registration of patent and industrial design registration which may be filed, and which may be granted, upon said inventions in any countries or regions, and all reissues, renewals and extensions therefore; and I hereby authorize and request all officials of any countries or regions having authority so to do, to issue all such Letters Patent or other grants of protection upon said inventions to the Assignee or to such nominees as it may designate.

AND we authorize and empower the said Assignee or nominees to invoke and claim for any application for such Letters Patent or other grants of protection for said inventions filed by it or them, the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by a convention which may henceforth be substituted for it, and to invoke and claim such right of priority without further written or oral authorization.

AND we hereby consent that a copy of this assignment shall be deemed a full and formal equivalent of any assignment, consent to file or like document which may be required in any country or region for any purpose and more particularly in proof of the right of the said Assignee or nominees to claim the aforesaid benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it.

AND we hereby covenant that we have the full right to convey the entire right, title and interest here in assigned and that we have not executed and will not execute any agreement in conflict herewith.

AND we hereby covenant and agree that we will communicate to said Assignee or nominees all facts known to us pertaining to said inventions, and testify in all legal proceedings, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and declarations and in general perform all lawful acts necessary or proper to aid said Assignee or nominees in obtaining, maintaining and enforcing all lawful patent or other grants of protection of said inventions in any and all countries and regions.

Attorney Docket No. 022141.00011.PA.0242

IN TESTIMONY WHEREOF, I hereunto set my hand and this 18<sup>th</sup> day of March, 2008

Douglas H. Schalk LS  
Douglas H. SCHALK

STATE OF Missouri )  
COUNTY OF Jasper )ss.:  
)

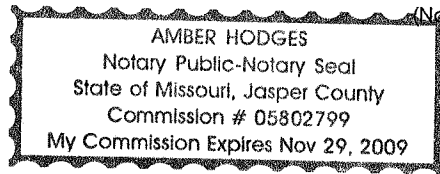
On this 18<sup>th</sup> day of March, 2008, before me personally appeared Douglas H. SCHALK

to me known and known to me to be the individual described in and who executed the foregoing instrument, and who thereupon acknowledged to me that he executed the same for the purposes therein set forth.

(seal)

Amber Hodges

Notary Public  
(Notary Stamp)



IN TESTIMONY WHEREOF, I hereunto set my hand and this 18<sup>th</sup> day of March, 2008

Michael Innis LS  
Michael INNIS

STATE OF Missouri )  
COUNTY OF Jasper )ss.:  
)

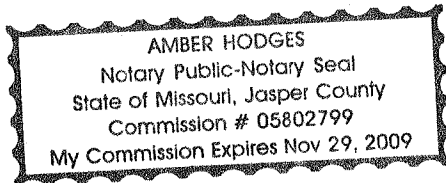
On this 18<sup>th</sup> day of March, 2008, before me personally appeared Michael INNIS

to me known and known to me to be the individual described in and who executed the foregoing instrument, and who thereupon acknowledged to me that he executed the same for the purposes therein set forth.

(seal)

Amber Hodges

Notary Public  
(Notary Stamp)



IN TESTIMONY WHEREOF, I hereunto set my hand and this 30 day of JUNE, 2008

*[Signature]* LS  
Tracey Dianne ZIENER

STATE OF Tennessee )  
COUNTY OF Williamson ) ss.:

On this 30<sup>th</sup> day of June, 2008, before me personally appeared Tracey Dianne ZIENER

to me known and known to me to be the individual described in and who executed the foregoing instrument, and who thereupon acknowledged to me that he executed the same for the purposes therein set forth.

(seal)



*[Signature]*  
Notary Public  
(Notary Stamp)