

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Emine UNLU	03/26/2009
Ximei LIU	03/26/2009
Chris HAAS	03/30/2009
Aaron R. NAPIER	02/26/2009
RECEIVING PARTY DATA	
Name:	MARS, Incorporated
Street Address:	6885 Elm Street
City:	McLEAN
State/Country:	VIRGINIA
Postal Code:	22101
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29330810
CORRESPONDENCE DATA	
Fax Number:	(202)857-6395
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	2028576000(yst)
Email:	dcipdocket@arentfox.com
Correspondent Name:	ARENT FOX LLP
Address Line 1:	1050 Connecticut Ave., NW
Address Line 2:	Suite 400
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036
ATTORNEY DOCKET NUMBER:	028872.00003 (PA.0295)
NAME OF SUBMITTER:	William D. Doyle, Reg. No. 60,429
Total Attachments: 4	

OP \$40.00 29330810

500821217

PATENT
REEL: 022469 FRAME: 0846

source=02214100011PA0295_executedAssignmentdoc#page1.tif
source=02214100011PA0295_executedAssignmentdoc#page2.tif
source=02214100011PA0295_executedAssignmentdoc#page3.tif
source=02214100011PA0295_executedAssignmentdoc#page4.tif

ASSIGNMENT

FOR VALUE RECEIVED, we,
Emine UNLU, a citizen of the United States, having an address c/o MARS PETCARE US, INC., 315 Cool Springs Boulevard, Franklin, TN 37067,
Ximei LIU, a citizen of Canada, having an address c/o MARS PETCARE US, INC., 315 Cool Springs Boulevard, Franklin, TN 37067,
Chris HAAS, a citizen of the United States, having an address c/o MARS PETCARE US, INC., 315 Cool Springs Boulevard, Franklin, TN 37067, and
Aaron R. NAPIER, a citizen of the United States, having an address c/o MARS PETCARE US, INC., 315 Cool Springs Boulevard, Franklin, TN 37067,

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, based on and described in **U.S. Design Patent Application No. 29/330,810, filed January 14, 2009** entitled

PET CHEW

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 tiled, and which may be granted, upon said inventions in any countries or regions, and all reissues, renewals and extensions therefore; and we 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.

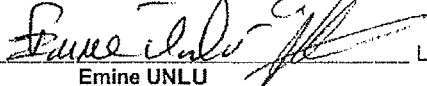
AND we authorize and empower the said Assignee or nominees to invoke and claim for any application for such Letters Patent or other grants of protection for said inventions filed by it or them, the benefit of the right of priority provided by the International Convention for the Protection of Industrial 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.

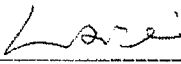
AND we hereby covenant that we have the full right to convey the entire right, title and interest here in assigned and that we have not executed and will not execute any agreement in conflict herewith.

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.

IN TESTIMONY WHEREOF, I hereunto set my hand and this 26 day of March, 2009

 LS
Emine UNLU

IN TESTIMONY WHEREOF, I hereunto set my hand and this 26 day of March, 2009

 LS
Ximei LIU

IN TESTIMONY WHEREOF, I hereunto set my hand and this _____ day of _____, 2009

Chris HAAS LS

IN TESTIMONY WHEREOF, I hereunto set my hand and this _____ day of _____, 2009

Aaron R. NAPIER LS

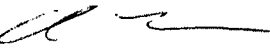
IN TESTIMONY WHEREOF, I hereunto set my hand and this day of , 2009

Emine UNLU LS

IN TESTIMONY WHEREOF, I hereunto set my hand and this day of , 2009

Ximei LIU LS

IN TESTIMONY WHEREOF, I hereunto set my hand and this 30 day of March , 2009



Chris HAAS LS

IN TESTIMONY WHEREOF, I hereunto set my hand and this day of , 2009

Aaron R. NAPIER LS

IN TESTIMONY WHEREOF, I hereunto set my hand and this day of , 2009

Emine UNLU LS

IN TESTIMONY WHEREOF, I hereunto set my hand and this day of , 2009

Ximei LIU LS

IN TESTIMONY WHEREOF, I hereunto set my hand and this day of , 2009

Chris HAAS LS

IN TESTIMONY WHEREOF, I hereunto set my hand and this 26 day of February , 2009



Aaron R. NAPIER LS