

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Glen S. AXELROD	03/02/2011
Ajay GAJRIA	03/02/2011
RECEIVING PARTY DATA	
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Street Address:	One T.F.H. Plaza
Internal Address:	Third and Union Avenues
City:	Neptune City
State/Country:	NEW JERSEY
Postal Code:	07753
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13026773
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NAME OF SUBMITTER:	Steven J. Grossman
Total Attachments: 2 source=TFH198_ASSIGNMENT#page1.tif source=TFH198_ASSIGNMENT#page2.tif	

OP \$40.00 13026773

ASSIGNMENT

WHEREAS, We, **Glen S. AXELROD**, and **Ajay GAJRIA**, made certain new and useful inventions and improvements for which we filed an application for Letters Patent of the United States on **February 14, 2011**, which application was assigned U.S. patent application serial number **13/026,773**, and is entitled:

ANIMAL CHEW WITH VARYING DURABILITY COMPONENTS

AND, WHEREAS, **T.F.H. Publications, Inc.**, a corporation organized and existing under and by virtue of the laws of the State of New Jersey, and having an office and place of business at One T.F.H. Plaza, Third and Union Avenues, Neptune City, NJ 07753, (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefore;


NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, we have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the said application, all divisions, continuations, continuations-in-part, or renewals thereof, all Letters Patent which may be granted there from, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed under the Patent Cooperation Treaty, any regional patent offices and in any foreign countries for Letters Patent on the said inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted there from; and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letter Patent for the aforesaid inventions and improvements to the

said Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the said Assignee, its successors and assigns.

AND, for the consideration aforesaid, we do hereby agree that we and our executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the said improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be;

AND, furthermore, we covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by us and that full right to convey the same as herein expressed is possessed by us.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 2 day of March, 2011.

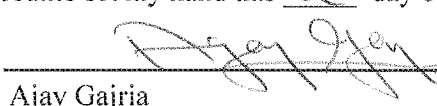

CATHLEEN D. WORTHLEY
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires July 28, 2014


Glen S. Axelrod

Sworn to and subscribed before me
this 2 day of March 2011.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 2 day of March, 2011.


CATHLEEN D. WORTHLEY
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires July 28, 2014


Ajay Gajria

Sworn to and subscribed before me
this 2 day of March 2011.