

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

| SUBMISSION TYPE:   | NEW ASSIGNMENT                 |               |                       |                     |                                |                |            |                |          |              |       |
|--|--------------------------------|---------------|-----------------------|---------------------|--------------------------------|----------------|------------|----------------|----------|--------------|-------|
| NATURE OF CONVEYANCE:  | ASSIGNMENT                     |               |                       |                     |                                |                |            |                |          |              |       |
| CONVEYING PARTY DATA   |                                |               |                       |                     |                                |                |            |                |          |              |       |
| <table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Steve R. Reiss</td> <td>03/05/2013</td> </tr> <tr> <td>Chuck Costello</td> <td>03/05/2013</td> </tr> </tbody> </table>   |                                | Name          | Execution Date        | Steve R. Reiss      | 03/05/2013                     | Chuck Costello | 03/05/2013 |                |          |              |       |
| Name   | Execution Date                 |               |                       |                     |                                |                |            |                |          |              |       |
| Steve R. Reiss   | 03/05/2013                     |               |                       |                     |                                |                |            |                |          |              |       |
| Chuck Costello   | 03/05/2013                     |               |                       |                     |                                |                |            |                |          |              |       |
| RECEIVING PARTY DATA   |                                |               |                       |                     |                                |                |            |                |          |              |       |
| <table border="1"> <tr> <td>Name:</td> <td>The KONG Company, LLC</td> </tr> <tr> <td>Street Address:</td> <td>16191-D Table Mountain Parkway</td> </tr> <tr> <td>City:</td> <td>Golden</td> </tr> <tr> <td>State/Country:</td> <td>COLORADO</td> </tr> <tr> <td>Postal Code:</td> <td>80403</td> </tr> </table>  |                                | Name:         | The KONG Company, LLC | Street Address:     | 16191-D Table Mountain Parkway | City:          | Golden     | State/Country: | COLORADO | Postal Code: | 80403 |
| Name:  | The KONG Company, LLC          |               |                       |                     |                                |                |            |                |          |              |       |
| Street Address:  | 16191-D Table Mountain Parkway |               |                       |                     |                                |                |            |                |          |              |       |
| City:  | Golden                         |               |                       |                     |                                |                |            |                |          |              |       |
| State/Country:   | COLORADO                       |               |                       |                     |                                |                |            |                |          |              |       |
| Postal Code:   | 80403                          |               |                       |                     |                                |                |            |                |          |              |       |
| PROPERTY NUMBERS Total: 1  |                                |               |                       |                     |                                |                |            |                |          |              |       |
| <table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13801300</td> </tr> </tbody> </table>  |                                | Property Type | Number                | Application Number: | 13801300                       |                |            |                |          |              |       |
| Property Type  | Number                         |               |                       |                     |                                |                |            |                |          |              |       |
| Application Number:  | 13801300                       |               |                       |                     |                                |                |            |                |          |              |       |
| CORRESPONDENCE DATA  |                                |               |                       |                     |                                |                |            |                |          |              |       |
| <p>Fax Number: 3038630223<br/> <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 303-863-9700<br/>       Email: ddeluna@sheridanross.com<br/>       Correspondent Name: Sheridan Ross PC<br/>       Address Line 1: 1560 Broadway<br/>       Address Line 2: Suite 1200<br/>       Address Line 4: Denver, COLORADO 80202</p> |                                |               |                       |                     |                                |                |            |                |          |              |       |
| ATTORNEY DOCKET NUMBER:  | 7032-251                       |               |                       |                     |                                |                |            |                |          |              |       |
| NAME OF SUBMITTER:   | Brent P. Johnson               |               |                       |                     |                                |                |            |                |          |              |       |
| Total Attachments: 1<br>source=Assignment_Executed#page1.tif   |                                |               |                       |                     |                                |                |            |                |          |              |       |

CH \$40.00 13801300

Worldwide Assignment

WHEREAS, We, Steve R. Reiss and Chuck Costello have made an invention entitled PET TOY TREAT DISPENSER for which I have filed an application for Design Letters Patent of the United States on March 13, 2013, under Application No. 13/801,300 and

WHEREAS, The KONG Company, LLC ("ASSIGNEE"), a Colorado Limited Liability Corporation, whose postal address is 16191-D Table Mountain Parkway, Golden, CO 80403, desires to acquire the entire right, title, and interest in and to the invention, the application, and any Letters Patent to be granted for the invention in the United States and in all foreign countries;

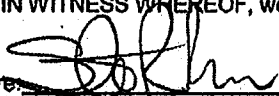
NOW, THEREFORE, in consideration of One Dollar (\$1.00) paid to us by ASSIGNEE, and other good and valuable consideration, the receipt and sufficiency of which we acknowledge, we, have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto ASSIGNEE, its successors, legal representatives, and assigns, the entire right, title, and interest in and to the invention, the application, all applications claiming benefit of the application, including, but not limited to, all divisions and continuations of the application, and all Letters Patent that may be granted thereon in the United States, Canada and in all foreign countries, and all reissues thereof, together with the right to claim priority under the International Convention in all member countries; and We authorize and request the Director of Patents and Trademarks to issue all Letters Patent for the invention to ASSIGNEE, its successors, legal representatives, and assigns in accordance with the terms of this Assignment;

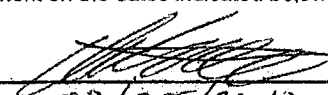
AND we covenant and agree that we have the full right to convey the entire right, title, and interest herein assigned and that we have not executed and will not execute any assignment or other instrument in conflict with this Assignment;

AND we further covenant and agree that upon request by ASSIGNEE, its successors, legal representatives, and/or assigns, and without further consideration, we will do all lawful acts that may be necessary or desirable to assist ASSIGNEE, its successors, legal representatives, and/or assigns to obtain and enforce patent protection for the invention in the United States and in all foreign countries, including, but not limited to, communicate with ASSIGNEE, its successors, legal representatives, and/or assigns any facts known to me/us regarding the invention, testify in any legal proceeding, sign all lawful papers, execute and deliver all papers that may be necessary or desirable to perfect the title to the invention in ASSIGNEE, its successors, legal representatives, and/or assigns, execute all divisional, continuation, and reissue applications, and make all rightful oaths, it being understood that any expense incident to the rendering of such assistance will be borne by ASSIGNEE, its successors, legal representatives, and/or assigns;

AND we further hereby authorize ASSIGNEE, or its attorneys or agents, to insert the correct Application Number and filing Date into this Assignment, if none is indicated on that date of our execution of this agreement.

IN WITNESS WHEREOF, we have executed this Assignment on the dates indicated below.

Signature:   
Date: 03-05-13  
Full Name: Steve R. Reiss  
Address: 80 High Ridge Road  
Manchester, NH 03104

Signature:   
Date: 03/05/2013  
Full Name: Chuck Costello  
Address: 139 Harper Street  
Louisville, CO 80027