

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Seed Resources L.L.C.		09/25/2012	LIMITED LIABILITY COMPANY: MICHIGAN
RECEIVING PARTY DATA			
Name:	United Pet Group, Inc.		
Street Address:	7794 Five Mile Road, Suite 190		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45230		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	3107927	BEETLE MANIA	
Registration Number:	2387428	BIG OL' KOB	
Registration Number:	4072958	BIRDOLA	
Registration Number:	1701830	BIRDOLA	
Registration Number:	3017897	CALIFORNIA DREAMIN'	
Registration Number:	1845816	SQUIROLA	
Registration Number:	3970718	SQUIROLA	
Registration Number:	1858770	SQUIROLA KOB	
CORRESPONDENCE DATA			
Fax Number:	4048156555		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	404-815-6500		
Email:	nedwards@kilpatricktownsend.com		

OP \$215.00 3107927

Correspondent Name: William H. Brewster
Address Line 1: 1100 Peachtree Street, Suite 2800
Address Line 2: Kilpatrick Townsend & Stockton LLP
Address Line 4: Atlanta, GEORGIA 30309

ATTORNEY DOCKET NUMBER:	817782
NAME OF SUBMITTER:	Nancy S. Edwards
Signature:	/Nancy S. Edwards/
Date:	10/08/2012

Total Attachments: 2
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DEED OF ASSIGNMENT WITH GOODWILL

THIS ASSIGNMENT is made as of the 25th day of September, 2012, between Seed Resources, L.L.C., a limited liability company duly organized and existing under the laws of state of Michigan (the "Assignor"), and United Pet Group, Inc., a corporation duly organized and existing under the laws of state of Delaware (the "Assignee").

WHEREAS, the Assignor has adopted and used the unregistered trademarks listed in the Schedule A hereto (the "Trademarks") and is the owner of the registered trademarks shown in the Schedule A attached hereto (the "Registrations"); and

WHEREAS, the Assignee wishes to acquire all of Assignor's rights in and to the Trademarks and the Registrations, and the good will associated therewith;

NOW, THEREFORE, in consideration of ten dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby assigns, transfers and conveys to the Assignee all rights, title and interests in and to the Trademarks and the Registrations, together with the good will of the business symbolized by the Trademarks and the Registrations, and with the right to recover damages and profits and all other remedies for past infringements thereof.

Assignor:

Seed Resources, L.L.C.

By: Thomas M. Parker
Thomas M. Parker
Assistant Secretary

Assignee:

United Pet Group, Inc.

By: Thomas M. Parker
Thomas M. Parker
Assistant Secretary &
Chief Intellectual Property Counsel