

## Pet Friendly Trademark for Sale



Pictures are stock images and are not indicative of the actual business

Purchase Price	*Annual Cash Flow	Annual Revenue
\$11,000,000	\$200,000	\$1,000,000

### Sunbelt Listing ID:

### Description:

An investment in Pet Friendly is an investment in your future. Pet Friendly is a lifestyle brand or a mantra for people who are truly “obsessed” with their pets. We at Pet Friendly are proud to be American made and a certified service disabled veteran company.

The pet industry is booming. We spend as much on our pets’ care as we do our own – or on our kids. Pets are taking on the role of children for many Americans; this is particularly true for millennials. As pet owners increasingly humanize their pets, they are more willing to spend money on things like premium pet care and food products.

Pet owners aren’t going to stop spending on their pets just because money is tight. They don’t view these costs as “discretionary spending” and are willing to give up other expenses to cater to their pets. This translates to an industry that will continue to do well even if the economy weakens.

Due to the special market characteristics of our branded products, we have secured patents (utility and design), copyrights, and trademarks on equipment, designs, color formation, company name, and logo. At Pet Friendly, we understand that avoiding patent infringement is just as essential as the benefits of the intellectual protection of proprietary technology. Therefore, patent and trademark searches are performed on all technology. We apply for and/or protect with ®, ©, or ™ all names, copy, acronyms, and products that provide a competitive edge. We rely on a combination of copyright, trademark, patent, trade secret laws, and contractual provisions to protect these rights.

The Pet Friendly trademark has been in use for over 30 years. Pet Friendly identifies pet toys, supplements, treats, food, shampoo, crumbles, collars, leashes, etc.; for hotel and travel information for traveling with your pet; and items for pet people, including clothing, bags, cups, hats, caps, mouse pads, beach towels, etc. Pet Friendly has been sold in Walmart (United States, Puerto Rico, Mexico, Canada, and online), Winn Dixie, Mills Fleet & Farm, Dollar General, Costco, BJ’s Warehouse, Meijers, Sam’s Club, Piggly Wiggly, pet stores, hardware stores, and the internet. Pet Friendly has been represented at pet evacuation seminars and information for the Red Cross and FEMA; donates money, time, and products to pet rescue operations; and provides information to pet owners on all types of issues. In a 15 year time period, Pet Friendly generated over \$58 million in sales.

Pet Friendly has been appraised by an intellectual property professor, which is also an intellectual property attorney, for a value was \$6 (six) million dollars.

Our selling price is as follows:

\$11,000,000, and I walk away

\$9,000,000 plus I receive 10% interest in the Company and a seat on the board

\$7,000,000 plus I receive 20% interest in the Company and a seat on the board

\$5,000,000 plus I receive 40% interest in the Company and a seat on the board

What better way to describe who you are, what you are, and what you represent than with the name Pet Friendly?

State: AL

**Real Estate:**  
**Listing**  
**Agent:**  
**David**  
**Chew**

**City: Gulf Coast**

**Phone: 251-278-8171**

**NOTICE:**

\*Cash flow is defined as net profit plus taxes, interest, depreciation, amortization, and owner's compensation. See earnings detail from Seller