

MRN 6-11-98

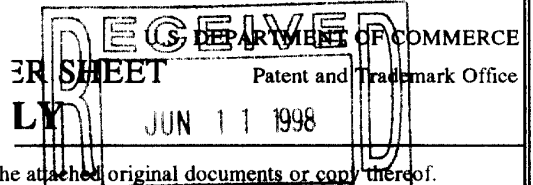
FORM PTO 1594

1-31-92

06-24-1998



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To the Honorable Commission... Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Strategic Brands, Inc. (PA Corp.) and Reeve, Inc. (PA Corp.)

2. Name and address of receiving party(ies): Name: Premium Beverage Packers, Inc. (PA Corp.) and Reeve, Inc. (PA Corp.)

3. Nature of conveyance: [ ] Assignment [ ] Merger [ ] Security Agreement [ ] Change of Name [ ] Other

[ ] Individual(s) citizenship [ ] Association [ ] General Partnership [ ] Limited Partnership [ ] Corporation-State [X] Other Joint Venture - Pennsylvania

Execution Date: May 14, 1998

If assignee is not domiciled in the United States, a domestic representative designation is attached: [ ] Yes [X] No

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark registration No.(s) 1,959,704

5. Name and address of party to whom correspondence concerning document should be mailed: Name: EUGENE E. RENZ, JR. Internal Address: P.O. BOX 2056 205 N. MONROE STREET MEDIA, PA 19063

6. Total number of applications and registrations involved: 1 7. Total fee (37 CFR 3.41): \$ 40.00 [X] Enclosed [ ] Authorized to be charged to deposit account 8. Deposit Account number: 18-0990

DO NOT USE THIS SPACE

9. Statement and signature. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Eugene E. Renz, Jr. Name of Person Signing Signature Date 6/9/98

Mail documents to be recorded with required cover sheet information to: Commissioner of Patents and Trademarks Box Assignments Washington, DC 20231

TRADEMARK REEL: 1744 FRAME: 0370

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## **TRADEMARK ASSIGNMENT**

**WHEREAS, A Joint Venture comprising STRATEGIC BRANDS, INC.,** a Pennsylvania corporation having its principal offices at **1090 Spring Street, Wyomissing, Pennsylvania, 19610,** and **REEVIVE, INC.,** a Pennsylvania corporation having its principal offices at **1586 Hampton Road, Rydal, Pennsylvania 19046** (hereinafter referred to as "**ASSIGNOR**") are the owners of certain trademark rights in the United States to trademark listed on attached **SCHEDULE "A"**; and

**WHEREAS, A Joint Venture comprising PREMIUM BEVERAGE PACKERS, INC.,** a Pennsylvania corporation having its principal offices at **1090 Spring Street, Wyomissing, PA 19610,** and **REEVIVE, INC.,** a Pennsylvania corporation having its principal offices at **1586 Hampton Road, Rydal, Pennsylvania 19046** (hereinafter referred to as "**ASSIGNEE**"), desires to purchase said trademark rights;

**NOW, THEREFORE, THIS IS TO WITNESS,** that in consideration of the sum of One Dollar (\$1.00) paid to **ASSIGNOR** by **ASSIGNEE,** the receipt of which is hereby acknowledged, and for other good and valuable consideration:

1. **ASSIGNOR** hereby sells, assigns and sets over unto **ASSIGNEE,** its successors and assigns, the entire right, title and interest in and to the registered mark listed on **SCHEDULE "A"** attached together with the good will of the business in connection with which said trademark is used.

2. **ASSIGNOR** hereby sells, assigns and sets over unto **ASSIGNEE,** its successors and assigns, any and all claims, demands or rights of action which it has or might have by reason of any infringements of said trademark prior to the date of this Assignment, together with the right to prosecute such claims, demands or rights of action in **ASSIGNEE's** own name.

3. **ASSIGNOR** hereby agrees to execute and deliver to **ASSIGNEE** such instruments and documents as shall be required to confirm in **ASSIGNEE** the ownership of the rights transferred by **ASSIGNOR** to **ASSIGNEE** by this Agreement.

**IN WITNESS WHEREOF**, **ASSIGNOR**, expressly intending to be legally bound thereby, has caused this Assignment to be duly executed and its corporate seal affixed as of the 14th day of May, 1998.

**A Joint Venture,  
STRATEGIC BRANDS, INC.**

By: Jeffrey D. Hettinger  
Name: **Jeffrey D. Hettinger**  
Its: **President**

**REEVIVE, INC.**

By: James T. Lenehan  
Name: **JAMES T. LENEHAN**  
Its: **PRESIDENT**

**SCHEDULE "A"**

<b><u>Trademark</u></b>	<b><u>Registration No.</u></b>	<b><u>Registration Date</u></b>
<b>CLEAR CHOICE</b>	<b>1,959,704</b>	<b>March 5, 1996</b>

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