

05-03-1999

FORM PTO-1618A
Expires 06/30/99
OMB 0851-0027

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK



100987957

Exp. Mail Date
10-28-98

**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment License
 - Security Agreement Nunc Pro Tunc Assignment
 - Merger
 - Change of Name
 - Other
- Effective Date
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Name Execution Date
Month Day Year

Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKATA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City State/Country Zip Code

- Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the documents and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0851-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0851-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to TRADEMARK

REEL: 1850 FRAME: 0105

FORM PTO-1618B
Expires 08/30/99
OMB 0651-0027

Page 2

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

(415) 912-3600

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)



Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text" value="75/244,560"/>	<input type="text" value="75/148,350"/>	<input type="text" value="75/148,360"/>
<input type="text" value="75/148,302"/>	<input type="text" value="75/148,339"/>	<input type="text" value="75/148,336"/>
<input type="text" value="74/726,552"/>	<input type="text" value="75/148,351"/>	<input type="text"/>

<input type="text" value="2,089,184"/>	<input type="text" value="2,075,763"/>	<input type="text" value="2,126,828"/>
<input type="text" value="2,075,764"/>	<input type="text" value="2,138,335"/>	<input type="text" value="2,099,169"/>
<input type="text" value="2,097,340"/>	<input type="text" value="2,174,423"/>	<input type="text" value="2,067,322"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes



No

665.00E
200.00 Change

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. Charges to deposit account are authorized, as indicated herein.

JOHN C. WILSON

Name of Person Signing

Signature

October 28, 1999

Date Signed

RECORDATION FORM COVER SHEET CONTINUATION TRADEMARKS ONLY

FORM PTO-1618C
Expires 06/30/99
OMB 0651-0027

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship State of Incorporation/Organization

Receiving Party

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
City State/Country Zip Code

Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached (Designation must be a separate document from the Assignment.)

Corporation Association

Other

Citizenship/State of Incorporation/Organization

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

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2,075,762	2,187,103	2,014,541
2,097,875	2,130,004	2,130,460
2,183,888	2,079,260	1,829,996
2,075,761	2,075,760	2,126,830
2,126,829	2,089,182	2,177,914
2,087,566	2,075,765	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is entered into as of October 28 1998, by and between Juice Club, Inc., a California corporation having its principal place of business at 1700 17th Street, San Francisco, CA 94103 ("JUICE CLUB"), and Jamba Juice Company, a California corporation having its principal place of business at 1700 17th Street, San Francisco, CA 94103 ("JAMBA JUICE").

WHEREAS, JUICE CLUB has adopted, used and owns the following trademarks, for which it also owns the following Federal Registrations, registered on the Principal Register of the United States Patent and Trademark Office for the goods/services identified therein ("the Marks"). Representative copies of such Federal Registrations are attached hereto as Exhibits 1-26.

TRADEMARK	REGISTRATION NO./ SERIAL NO.	REGISTRATION DATE/ FILING DATE
BERRY PATCH Class 32 - fruit and vegetable juices	2,089,184	08/19/97
BETABLEND Class 5 - nutritional supplements sold as a component of over-the-counter health drinks	2,075,763	07/01/97
BOYSENBERRY BLISS Class 32 - fruit and vegetable juices	2,126,828	01/06/98
BUZZERBLEND Class 5 - nutritional supplements sold as a component of over-the-counter health drinks	2,075,765	07/01/97
CHLORABLEND Class 5 - nutritional supplements sold as a component of over-the-counter health drinks	2,075,764	07/01/97
CITRUS SQUEEZE Class 32 - non-alcoholic beverages, namely, smoothies containing fruit and vegetable juices made fresh and sold exclusively at retail stores that sell fresh juice and/or smoothie products	2,138,335	02/24/98
CRANBERRY CRAZE Class 32 - fruit and vegetable juices	2,099,169	09/23/97
DAIRY DREAM Class 32 - fruit and vegetable juices	2,097,340	09/16/97

TRADEMARK	REGISTRATION NO./ SERIAL NO.	REGISTRATION DATE/ FILING DATE
DRINK YOUR NEXT MEAL Class 5 - meal replacement and dietary supplemental drink mixes Class 29 - fruit, vegetable, milk and yogurt based smoothies Class 42 - restaurant services and restaurant take out services in the field of fruit and vegetable juices, nutritional supplements, sandwiches, snacks and electric food blenders and juicers	2,174,423	09/21/98
FLORABLEND Class 5 - nutritional supplements	2,067,322	06/03/97
HARMONYBLEND Class 5 - nutritional supplements sold as a component of over-the-counter health drinks	2,075,762	07/01/97
HAWAIIAN LUST Class 32 - fruit based smoothies	2,187,103	09/08/98
JAMBA JUICE (Block letters) Class 42 - restaurant services	2,014,541	11/05/96
JAMBA JUICE (Capital letters) Class 5 - nutritional drinks and food supplements Class 25 - clothing, namely, hats, aprons and T-shirts Class 32 - and fruit and vegetable juices, drinks and smoothies	2,097,875	09/16/97
JAMBA JUICE (Stylized letters only in oval) Class 5 - nutritional supplements Class 32 - fruit and vegetable juices Class 35 - retail store services in the field of fruit and vegetable juices, nutritional supplements, sandwiches, snacks, and electric food blenders and juicers Class 45 - restaurant services	2,130,004	01/20/98

TRADEMARK	REGISTRATION NO./ SERIAL NO.	REGISTRATION DATE/ FILING DATE
JAMBA JUICE AND WHIRL DESIGN Class 5 - nutritional drinks and food supplements Class 25 - clothing, namely, hats, aprons and T-shirts Class 32 - fruit and vegetable juices, drinks and smoothies Class 35 - retail store services in the field of fruit and vegetable juices, nutritional supplements, sandwiches, snacks and electric food blenders and juicers Class 42 - restaurant services	2,130,460	01/20/98
JUICE BOOST Class 5 - nutritional supplements sold as a component of over-the-counter health drinks	75/244,560	02/20/97
JUICE CLUB Class 25 - clothing, namely, hats, aprons and T-shirts	2,183,888	08/25/98
JUICE CLUB (Block letters) Class 5 - nutritional supplements Class 32 - fruit and vegetable juices Class 42 - restaurant services, retail store services in the field of fruit and vegetable juices, nutritional supplements, sandwiches, snacks, and electric food blenders and juicers	2,079,260	07/15/97
JUICE CLUB WHIP IT, BEAT IT, BLEND IT! (and design) Class 42 - restaurant services, namely fruit and health drink bar	1,829,996	04/05/94
KINETABLEND Class 5 - nutritional supplements sold as a component of over-the-counter health drinks	2,075,761	07/01/97

TRADEMARK	REGISTRATION NO./ SERIAL NO.	REGISTRATION DATE/ FILING DATE
NEUROBLEND Class 5 - nutritional supplements sold as a component of over-the-counter health drinks	2,075,760	07/01/97
ORANGE OASIS Class 32 - fruit and vegetable juices	75/148,351	08/12/96
ORANGE ZINGER Class 32 - fruit and vegetable juices	75/148,350	08/12/96
PACIFIC PASSION Class 32 - fruit and vegetable juices	75/148,360	08/12/96
PAPAYA PARADISE Class 32 - fruit and vegetable juices	2,126,830	01/06/98
PEACH PLEASURE Class 32 - fruit and vegetable juices	2,126,829	01/06/98
PINEAPPLE PIZAZZ Class 32 - fruit and vegetable juices	75/148,302	08/12/96
POWERBERRY Class 32 - fruit and vegetable juices	2,089,182	08/19/97
PUMPKIN PATCH Class 32 - fruit and vegetable juices	2,177,914	08/04/98
RAZZMATAZZ Class 32 - fruit and vegetable juices	75/148,339	08/12/96
STRAWBERRIES WILD Class 32 - fruit and vegetable juices	75/148,336	08/12/96
VIBRANT-C Class 32 - fruit and vegetable juices	2,087,566	08/12/97

TRADEMARK	REGISTRATION NO./ SERIAL NO.	REGISTRATION DATE/ FILING DATE
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WHIRL/TORNADO DESIGN	74/726,552	09/08/95
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Class 5 - nutritional supplements
 Class 32 - fruit and vegetable juices
 Class 42 - restaurant services, retail
 store services in the field of fruit
 and vegetable juices, nutritional
 supplements, sandwiches, snacks,
 and electric food blenders and juicers

WHEREAS, JUICE CLUB desires to transfer to JAMBA JUICE all rights, title and goodwill in and to the Marks;

WHEREAS, JAMBA JUICE desires to acquire all rights and title in and to the Marks, including all of the good will associated with and symbolized by the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, JUICE CLUB hereby assigns and transfers the Marks to JAMBA JUICE as follows:

1. JUICE CLUB hereby sells, assigns, and transfers to JAMBA JUICE, its successors and assigns all right, title, and interest in and to the Marks, including all common law rights, together with all of the goodwill associated with the Marks.
2. JUICE CLUB hereby assigns to JAMBA JUICE all causes of action, claims, and rights to damages or profits, due or accrued, arising out of past infringement of the Marks, or injury to the goodwill associated with the Marks, as well as the rights to sue for and recover the Marks in JAMBA JUICE's own name.
3. JUICE CLUB represents and warrants that it will cooperate in any actions necessary for JAMBA JUICE to prosecute, renew, or register its rights and interests to the Marks, including United States and foreign registrations, and to cooperate in any actions brought to enforce the rights accompanying this assignment against third parties.

JUICE CLUB, INC.

By:

Name: *Asst. Treasurer*

Title:

NOTARY SEAL

On this 32nd day of October, 1998, personally appeared John Powers, to me known, and known to me to be an Officer or Director of JUICE CLUB, INC., the assignor above named, and acknowledged that he/she executed the foregoing Trademark Assignment on behalf of said assignor and pursuant to authority duly received.

Kimberly D. Musick
Notary Public

