


DRINKER BIDDLE & REATH
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 Washington, D.C. 20005-1209
 (202) 842-8800

10-26-2000



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| <p>1. NAME OF CONVEYING PARTY:</p> <p>BCB USA CORP. A Georgia corporation</p> <p> 10-05-2000 U.S. Patent & TMOfo/TM Mail Ropt. Dt. #31</p> | <p>NAME AND ADDRESS OF RECEIVING PARTY:</p> <p>COTT CORPORATION A Canadian corporation 207 Queen's Quay West, Suite 340 Toronto, Ontario, Canada M5J 1A7</p> |
| <p>3. NATURE OF CONVEYANCE:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other</p> <p>3A. EXECUTION DATE: December 22, 1999 3B. EFFECTIVE DATE: December 22, 1999</p> | <p>2A. ASSIGNEE A FOREIGN ENTITY: Yes: <input checked="" type="checkbox"/> No: <input type="checkbox"/></p> <p>2B. DOMESTIC REPRESENTATIVE DESIGNATED: Yes: <input checked="" type="checkbox"/> No: <input type="checkbox"/></p> |
| <p>4A. TRADEMARK APPLICATION NOS.:</p> <p>74/603,888 – STARS & STRIPES 74/622,934 – STARS & STRIPES</p> <p>Additional numbers attached? NO</p> | <p>4B. TRADEMARK REGISTRATION NO(S).:</p> <p>See Attached Schedule A</p> <p>Additional numbers attached? 20</p> |
| <p>Norm D. St. Landau, Esq. Drinker, Biddle & Reath LLP 1500 K Street, N.W., Suite 1100 Washington, D.C. 20005-1209</p> | |
| <p>6. TOTAL NUMBER OF TITLES: 22</p> <p>7. TOTAL FEE: \$565.00 - Check Enclosed</p> <p>8. CHARGE ADDITIONAL FEES TO: DEPOSIT ACCOUNT NO. 50-0573</p> <p>Our Ref: 31570/117899</p> | <p>9. The undersigned declares to the best of his knowledge and belief that the information on this cover sheet is true and correct and any copy submitted is a true copy of the original document.</p> <p>_____ Stephen G. Janoski Date: October ____, 2000 Page 1 of 3</p> |

TRADEMARK OFFICE
 &
 US PATENT

I hereby certify that the accompanying assignment was deposited with the United States Patent and Trademark Office by HAND DELIVERY this 4th day of October 2000.

Norm D. St. Landau

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TRADEMARK
 REEL: 002162 FRAME: 0280

BCB USA CORP. (GEORGIA corp.)
5650 Whitesville Road
Suite 201
Columbus, Georgia 39104

| <u>Ser. No.</u> | <u>Mark</u> |
|-----------------|-----------------|
| 74/603,888 | STARS & STRIPES |
| 74/622,934 | STARS & STRIPES |

| <u>Reg. No.</u> | <u>Mark</u> |
|-----------------|--------------------|
| 2,257,373 | Q&V BUENO |
| 2,232,401 | APPIA |
| 2,167,837 | Q&V |
| 2,167,836 | Q&V |
| 2,134,747 | Q&V XXXX MIST |
| 2,107,571 | Q&V PEACH MIST |
| 2,095,525 | Q&V CITRUS BLAST! |
| 2,089,549 | Q&V THE MAX! |
| 2,072,212 | Q&V INCREDIBLE! |
| 2,063,708 | Q&V OUTRAGEOUS! |
| 2,057,870 | Q&V TEXAS FIZZ |
| 2,055,861 | Q&V CHEESE BLAST |
| 2,042,276 | PET PLACE |
| 2,030,765 | Q&V HEAVENLY! |
| 2,024,299 | DR. THIRST |
| 2,018,160 | CITRUS BLAST |
| 2,010,499 | DESERT DRINX |
| 1,967,238 | CLEARLY REMARKABLE |
| 1,956,754 | FRUIT MIST |
| 1,930,326 | NATURAL SPRINGS |

TRADEMARK ASSIGNMENT

This assignment is effective as of December 22, 1999, and is from BCB USA Corp., a Georgia corporation with its principal place of business at 5605 Whitesville Road, Suite 201, Columbus, Georgia ("Assignor") to Cott Corporation, a Canadian corporation, with its principal place of business at 207 Queen's Quay West, Suite 340, Toronto, Ontario, M5J 1A7 ("Assignee").

RECITALS

- A. Assignor is the owner of all rights, title and interest in and to the marks, registrations and applications shown on the attached Schedule A, including, without limitation, all the common law rights thereto and the goodwill of the business symbolized thereby (all such rights, title and interest, common law rights and goodwill being referred to collectively as the "Trademarks");
- B. Assignee is the successor to the ongoing and existing business of Assignor to which the mark pertains, and wishes to acquire all rights, title and interest in and to the Trademarks, as defined above, and expressly including all goodwill of the business associated therewith.

NOW, THEREFORE, good and valuable consideration being extant:

The Assignor hereby assigns to the Assignee all of the Assignor's rights, title and interest in and to the Trademarks, as defined in the Recitals above, and expressly including all goodwill of the business associated therewith.

Assignor further assigns to Assignee all causes of action in favor of the Assignor heretofore accrued or hereafter accruing with respect to the marks, registrations and applications shown on the attached Schedule A, as well as the right to sue for past infringement and to recover and to hold all damages and profits arising therefrom.

IN TESTIMONY WHEREOF, Assignor has caused this assignment to be signed by its officer or director thereunto duly authorized, and its corporate seal to be hereto affixed.

Assignor:

BCB USA Corp.

Dated: December 22, 1999

By:  _____ c/s

Name: *MARK HALPERIN*

Title: *SVP & SECY*

Assignee:

Cott Corporation

Dated: December 22, 1999

By:  _____ c/s

Name: *MARK HALPERIN*

Title: *SVP, GENERAL COUNSEL & SECY*

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Fax: 4162035630

TRADEMARK

RECORDED: 10/05/2000

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