

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
Brown Distributing Company, Inc.		05/09/2003	CORPORATION: VIRGINIA

RECEIVING PARTY DATA

Name:	Entrada Inc.
Street Address:	120 Randall Drive
City:	Waterloo
State/Country:	ONTARIO
Postal Code:	N2V 1C6
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number
Registration Number:	2279810

CORRESPONDENCE DATA

Fax Number: (519)571-5044
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: michael.bean@gowlings.com
 Correspondent Name: D. Michael Bean
 Address Line 1: 50 Queen Street North, Ste. 1020
 Address Line 4: Kitchener, ONTARIO N2H 6M2

ATTORNEY DOCKET NUMBER:	K0532325
NAME OF SUBMITTER:	D. Michael Bean

Total Attachments: 3

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**TRADEMARK
 REEL: 002663 FRAME: 0033**

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UNITED STATES TRADEMARK ASSIGNMENT

WHEREAS, Brown Distributing Company, Inc., a Virginia corporation having a place of business at 1300 Allendale Road West, Palm Beach, Florida 33405 ("Assignor"), is the owner of all right, title and interest in and to the United States issued trademark registrations shown on Exhibit A attached hereto (collectively referred to as "The Marks"); and

WHEREAS, Entrada Inc., a Delaware corporation having a place of business at 120 Randall Drive, Waterloo, Ontario N2V 1C6 ("Assignee"), is desirous of acquiring the entire right, title and interest in, to and under The Marks, and the goodwill associated therewith;

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt, sufficiency and reasonably equivalent value of which are hereby mutually acknowledged, Assignor has, and by these presents does hereby irrevocably sell, assign, transfer and convey unto Assignee, its successors and assigns, the entire right, title and interest of Assignor in and to: (a) the Marks; (b) any and all registrations of The Marks; (c) any and all applications to register The Marks; (d) all common law rights in, to and under The Marks; (e) all other rights in, to and under The Marks, together with the goodwill of the business symbolized by The Marks; (f) any and all rights to royalties, profits, compensations, license fees or other payments or remuneration of any kind relating to The Marks and/or the goodwill under The Marks; and (g) all claims or causes of action Assignor has or may have in connection with The Marks, including, but not limited to, the right to sue and recover damages for any and all past infringements of any of The Marks.

Assignor hereby covenants that it has full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreements inconsistent herewith.

This instrument and the assignment effected hereunder are effective as of May 9, 2003.

ASSIGNOR:

BROWN DISTRIBUTING COMPANY,
INC.

By: Larry E Brown
Name: LARRY E. Brown
Title: President

STATE OF FLORIDA)
) SS:
COUNTY OF PALM BEACH)

I HEREBY certify that on this day, before me, an officer duly authorized in the State aforesaid and in the County aforesaid to take acknowledgments, the foregoing instrument was acknowledged before me by Larry Brown, the President of Brown Distributing Company, Inc., a Virginia corporation, who is personally known to me.

WITNESSETH my hand and official seal in the County and State last aforesaid this 9th day of May, 2003.

Sean Kiernan
Sean Kiernan, Notary Public



Sean P. Kiernan
Commission # CC 841815
Expires June 1, 2003
Bonded Thru
Atlantic Bonding Co., Inc.

EXHIBIT A

Registration Number: 2,279,810
Registration Date: September 21, 1999
Mark: VIRTUAL COOLER
Serial Number: 75,297,641
Filing Date: May 23, 1997