

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
Helene Radel		04/23/2001	INDIVIDUAL: AUSTRIA

RECEIVING PARTY DATA

Name:	RED BULL GMBH
Street Address:	Am Brunnen 1
City:	A-5330 Fuschl am See
State/Country:	AUSTRIA
Entity Type:	CORPORATION: AUSTRIA

PROPERTY NUMBERS Total: 1

Property Type	Number
Serial Number:	75441478

CORRESPONDENCE DATA

Fax Number: (408)280-2235
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 408-280-2233
 Email: MRG@TechMark.com
 Correspondent Name: TechMark
 Address Line 1: 55 So. Market St., Sixteenth Floor
 Address Line 4: San Jose, CALIFORNIA 95113

ATTORNEY DOCKET NUMBER:	RB-RADEL.AMERICANBULL
-------------------------	-----------------------

DOMESTIC REPRESENTATIVE

Name: Martin R. Greenstein
 Address Line 1: c/o TechMark, 55 So. Market St. 16th Flr

CH \$40.00 75441478

Address Line 4: San Jose, CALIFORNIA 95113

NAME OF SUBMITTER:

Martin R. Greenstein

Total Attachments: 2

source=AmericanBull-75441478.Assign.tiff#page1.tif

source=AmericanBull-75441478.Assign.tiff#page2.tif

TRADEMARK ASSIGNMENT

WHEREAS, HELENE RADEL, an Austrian citizen, of Schulgasse 14, A-3553 Schiltern, Austria ("Assignor"), claims to be the owner of the trademark AMERICAN BULL and Red Bull Design, and is the record owner of U.S. Appln. No. 75/441,478 for registration thereof on the Principal Register of the U.S. Patent and Trademark Office, filed February 26, 1998, (hereinafter the "Trademark"); and

WHEREAS, Assignee has objected to use and registration of the Trademark as confusingly similar to Assignee's trademarks RED BULL and Designs of a Bull, and has filed Opposition No. 118,472 against the Trademark; and

WHEREAS, Assignor has used and is using the Trademark and now desires to assign all right, title and interest in and to said Trademark to Assignee as set forth below; and

WHEREAS, RED BULL GMBH, an Austrian limited liability company, of Brunn 115, A-5330 Fuschl am See, Austria ("Assignee"), desires to acquire the entire right, title and interest in and to the Trademark, including the registration which issues from U.S. Appln. No. 75/441,478 and any other registrations therefore in accordance with the terms and conditions of this Assignment; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Trademark and any applications and/or registrations therefore, including U.S. Appln. No. 75/441,478, together with the goodwill of Assignor associated with the use of and symbolized by the Trademark, and any and all causes of action or other rights to file and prosecute administrative or legal actions, past, present and future, to establish or enforce any of such intellectual property rights, including the right to collect damages for infringement.

The Assistant Commissioner for Trademarks is requested to issue the resulting certificate of registration in the name of Assignee.

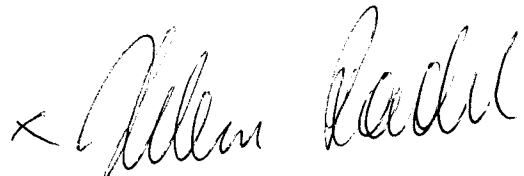
Dated: ___ Day of _____, 2001
at Schiltern, Austria

signed personally (Helene Radel)

Langenlois, am 23.4.2001

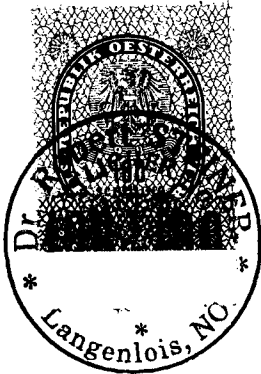
Subscribed and sworn to before
me on _____, 2001

Notary Public


20071964

BRZ 604/2001

Bestätigt wird hiemit die Echtheit der Unterschrift der Frau Helene Radel, geboren am 20.7.1964 (zwanzigsten Juli eintausendneunhundertvierundsechzig), Selbständige, 3553 Schiltern, Schulgasse 14. -----
Langenlois, am 23. (dreiundzwanzigsten) April 2001 (zweitausendeins). -----



öffentlicher Notar



Apostille
(Convention de La Haye du 5 octobre 1961)

1. Land: Reoublik Österreich
Pays:

2. Diese öffentliche Urkunde / Le présent document original
ist unterzeichnet von Dr. Robert Steiner
a été signé par

3. in seiner Eigenschaft als öffentlicher Notar
agissant en qualité de Dr. Robert Steiner

4. Ist versehen mit dem Siegel/Stempel des (der) öffentl. Notar
le sceau/simbles qui y figure est celui de Langenlois, NÖ

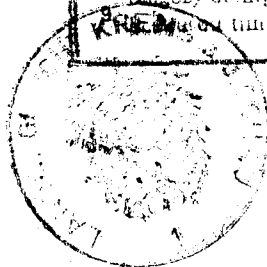
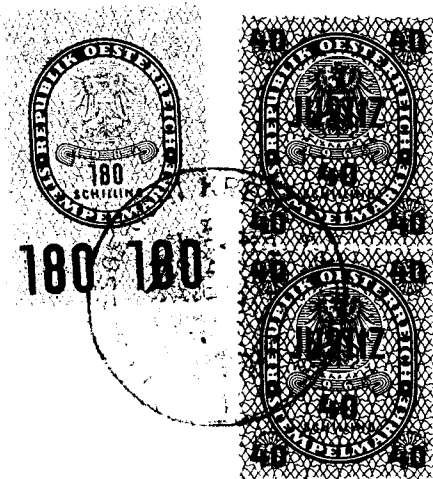
Bestätigt / Attesté fait

5. in Krems/Donau am 30.5.2001
à (lieu) le (date)

6. Präsidium des Landesgerichtes
durch Krems/Donau Zahl Jv 1576-25/01

7. par l'autorité d'attestation) 8. du ...

9. Siegel / Stempel
KREMS 10. Irmgard Steiberger



FOI Irmgard Steiberger