

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	Memorandum of Assignment; nunc pro tunc
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Reddy Ice Corporation		08/12/2003	CORPORATION:

RECEIVING PARTY DATA	
Name:	Packaged Ice IP, Inc.
Street Address:	3535 Travis Street, Suite 170
City:	Dallas
State/Country:	TEXAS
Postal Code:	75204
Entity Type:	CORPORATION: NEVADA

PROPERTY NUMBERS Total: 3	
Property Type	Number
Registration Number:	1533504
Registration Number:	1574073
Registration Number:	1421317

CORRESPONDENCE DATA	
Fax Number:	(713)236-0822
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	713.250.2123
Email:	rfladung@akingump.com
Correspondent Name:	Richard D. Fladung
Address Line 1:	711 Louisiana Street
Address Line 2:	1900 Pennzoil Pl., South Tower
Address Line 4:	Houston, TEXAS 77002

ATTORNEY DOCKET NUMBER:	062723.0095
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NAME OF SUBMITTER:	Deborah Cowger
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Total Attachments: 2
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OP \$90.00 1533504

MEMORANDUM OF ASSIGNMENT

WHEREAS, REDDY ICE CORPORATION, a Delaware corporation, with a principal place of business at 3535 Travis Street, Suite 170, Dallas, TX 75204, and PACKAGED ICE IP, INC., a Nevada corporation, with a principal place of business at 3535 Travis Street, Suite 170, Dallas, TX 75204, entered into an assignment for the Marks, attached as Appendix A (the "Marks"), on August 31, 1998, whereby the interests of REDDY ICE CORPORATION in the Marks, together with the goodwill symbolized by the Marks, were assigned to PACKAGED ICE IP, INC.;

NOW, THEREFORE, for good and valuable considerations, which REDDY ICE CORPORATION acknowledges having received, REDDY ICE CORPORATION hereby confirms, *nunc pro tunc*, as of the date of the assignment of the Marks on August 31, 1998, the sell, assignment, transfer and set over to PACKAGED ICE IP, INC., of all right, title and interest in and to the Marks, together with the goodwill symbolized by the Marks, and the registrations thereof.

EXECUTED THIS 12 day of August, 2003.

Reddy Ice Corporation

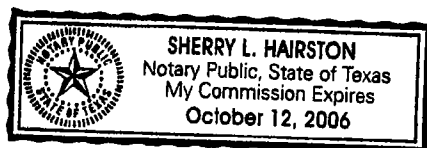
by: [Signature]
Print Name: STEVE Janusek
Print Title: CFO

STATE OF TEXAS §
COUNTY OF DALLAS §

BEFORE ME, the undersigned authority, on this day personally appeared STEVEN J. JANUSEK for REDDY ICE CORPORATION, known to me to be the representative for the entity whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same for the purposes and consideration therein expressed.

GIVEN UNDER MY HAND and seal of office this 12 day of August, 2003.

[Signature]
NOTARY PUBLIC IN AND FOR THE
STATE OF TEXAS



Appendix A

<u>Mark</u>	<u>Application No.</u>	<u>Filing Date</u>	<u>Registration No.</u>	<u>Registration Date</u>
CITY ICE	73/741,993	7/25/1988	1,533,504	4/4/1989
PREMIUM ICE	73/750,071	9/6/1988	1,574,073	12/26/1989
SPARKLE	73/548,667	7/18/1985	1,421,317	12/16/1986