

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

**RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY**

U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
Sidney Frank Importing Co., Inc.

Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation-State  
 Other (New York)

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)  
Name: CRUNK LLC  
Internal  
Address: \_\_\_\_\_  
Street Address: 20 Cedar Street  
City: New Rochelle State: NY Zip: 10801

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State New York  
 Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
 (Designations must be a separate document from assignment)  
 Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:  
 Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_

Execution Date: 10/31/2003

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s) 78/305,752;  
78/309,174 and 78/304,877

Additional number(s) attached  Yes  No

B. Trademark Registration No.(s) \_\_\_\_\_

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Michael A. Cornman  
 Internal Address: (File No. 1816-000)  
 \_\_\_\_\_  
 Street Address: Schweitzer Cornman Gross & Bondell LLP, 292 Madison Ave., 19th Floor  
 City: New York State: NY Zip: 10017

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41).....\$ 90.00

Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
19-0748

DO NOT USE THIS SPACE

9. Signature.  
Michael A. Cornman            October 31, 2003  
 Name of Person Signing      Signature      Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

CH \$90.00 190748 78305752

Attorney Docket 1816-000

ASSIGNMENT

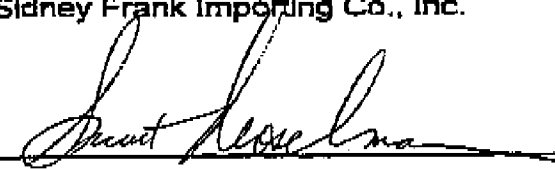
WHEREAS, Sidney Frank Importing Co., Inc., a corporation organized and existing under the laws of New York, located at 20 Cedar Street, New Rochelle, NY 10801, has intended to use the following marks, for which the indicated applications for registration have been made in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Application Serial No.</u>
CRUNK JUICE	78/305,752
CRUNK	78/309,174
CRUNK	78/304,877

WHEREAS, CRUNK LLC, a corporation organized and existing under the laws of New York, located at 20 Cedar Street, New Rochelle, NY 10801, wishes to acquire said trademarks, the applications therefor, and the good will symbolized by the said marks and U.S. Trademark Applications Serial Nos. 78/305,752; 78/309,174; and 78/304,877;

NOW, THEREFORE, for One (\$1.00) Dollar and other good and valuable consideration, receipt of which is hereby acknowledged, Sidney Frank Importing Co., Inc. hereby sells, assigns and transfers all rights, title and interest in and to the said marks together with the good will of the business symbolized by the marks and the applications for registration therefor.

Sidney Frank Importing Co., Inc.

By:   
 STUART MOSELMAN  
 EXECUTIVE VICE PRESIDENT - FINANCE

Dated: Oct. 31, 2003