

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Frank Salacuse		12/19/2003	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA	
Name:	South Beach Beverage Company, Inc.
Street Address:	40 Richards Avenue
City:	Norwalk
State/Country:	CONNECTICUT
Postal Code:	06854
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 5		
Property Type	Number	Word Mark
Serial Number:	76171880	SOBE
Serial Number:	75983389	SOBE
Serial Number:	75802270	SOBE
Registration Number:	2177011	SOBE
Registration Number:	2652300	SOBE

CORRESPONDENCE DATA	
Fax Number:	(203)849-9300
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	203-849-8300
Email:	lamb@gandb.com
Correspondent Name:	James G. Coplit
Address Line 1:	Grimes & Battersby, LLP
Address Line 2:	488 Main Avenue
Address Line 4:	Norwalk, CONNECTICUT 06851-1008

ATTORNEY DOCKET NUMBER:	GBG000USN
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NAME OF SUBMITTER:	George K. Lamb
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OP \$140.00 76171880

Total Attachments: 3

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TRADEMARK ASSIGNMENT

AGREEMENT made as of December 19, 2003 (the "Effective Date") by and between **FRANK SALACUSE**, a Florida resident with an address at 20379 West Country Club Drive, Aventura, Florida 33180 ("Assignor") and **SOUTH BEACH BEVERAGE COMPANY, INC.**, a Delaware corporation having its principal place of business at 40 Richards Avenue, Norwalk, Connecticut 06854 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to U.S. and international trademark applications and registrations for the trademark SOBE and the common law rights, business and business goodwill related thereto, as identified more fully in the attached Schedule A (hereinafter, "the Trademark"); and

WHEREAS, Assignee desires to acquire Assignor's entire worldwide right, title, and interest in and to the Trademark, including all common law or trade name rights, wherever situated, the U.S. and international applications and registrations identified in Schedule A and the ongoing and existing business and business goodwill appurtenant thereto, which includes, but is not limited to, inventory, packaging, containers, wrappers, artwork, agreements, contracts, business plans and/or contact lists related to all products bearing the Trademark.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that in consideration of the payment by Assignee to Assignor of the sum of one dollar (\$1.00) and other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers unto Assignee its entire worldwide right, title and interest in and to the Trademark, including all common law or trade name rights, wherever situated, the U.S. and international applications and registrations identified in Schedule A, and the business goodwill associated therewith, including, without limitation, all renewals therefore, all proceeds therefrom (including, but not limited to, all license royalties and proceeds of infringement suits), the right to sue for past, present, and future infringements, and the goodwill of the entire ongoing business associated with and symbolized by the Trademark, which includes, but is not limited to, all inventory, packaging, containers, wrappers, artwork, agreements, contracts, business plans and/or contact lists related to all products bearing the Trademark.

IN WITNESS WHEREOF, this Assignment has been duly executed on the day and year first above written.

FRANK SALACUSE

BY:  _____

SSN: _____

DATE: 12/24/03

SCHEDULE A TO TRADEMARK ASSIGNMENT

SOBE

COUNTRY	APPLICATION NO.	REGISTRATION NO.	STATUS
US	74/371,142	2,177,011	REGISTERED
US	76/171,880		PENDING
US	75/983,389		PENDING
US	75/802,270		PENDING
US	75/861,739	2,652,300	REGISTERED