

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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
Mountain Valley Spring Company		04/23/2004	CORPORATION: ARKANSAS

RECEIVING PARTY DATA	
Name:	Clear Mountain Spring Water, LLC
Street Address:	3201 South Elm
City:	Little Rock
State/Country:	ARKANSAS
Postal Code:	72204
Entity Type:	limited liability corporation: ARKANSAS

PROPERTY NUMBERS Total: 10		
Property Type	Number	Word Mark
Registration Number:	2054448	MOUNTAIN VALLEY SPRING
Registration Number:	1967953	MOUNTAIN VALLEY
Registration Number:	51448	MOUNTAIN VALLEY
Registration Number:	1726069	CONSIDER THE SOURCE
Registration Number:	2060830	DISCOVER THE DIAMOND DIFFERENCE
Registration Number:	2306226	WOODLAND
Registration Number:	2508100	DO THE SPRING THING!
Registration Number:	1969792	"WE BRING THE SPRING TO YOUR DOOR"
Registration Number:	2362179	QUENCH YOUR INNER THIRST
Registration Number:	1712284	CONSIDER THE SOURCE

CORRESPONDENCE DATA	
Fax Number:	(501)375-1309
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	501-377-0417
Email:	kperkins@roselawfirm.com

OP \$265.00 2054448

Correspondent Name: Kathryn Bennett Perkins
Address Line 1: 120 East Fourth Street
Address Line 4: Little Rock, ARKANSAS 72201

NAME OF SUBMITTER:	Kathryn Bennett Perkins
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Total Attachments: 4
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ASSIGNMENT

WHEREAS, MOUNTAIN VALLEY SPRING COMPANY is a corporation organized and existing under the laws of the State of Arkansas having an address at 150 Central Avenue, Hot Springs, Arkansas 71901, United States of America (hereinafter "ASSIGNOR");

WHEREAS, ASSIGNOR acquired, has used and is the owner of the trademarks and service marks set forth on Schedule A hereto in connection with the goods and services described therein (hereinafter the "Marks"), together with the goodwill of the business in connection with which the Marks have been used and the United States, United Kingdom and Japan Trademark Registrations, the Arkansas Trademark Registration, the Arkansas Fictitious Name Filing (hereinafter collectively the "Registrations") and the common law rights set forth on Schedule A; and

WHEREAS, CLEAR MOUNTAIN SPRING WATER, LLC, a limited liability corporation duly organized and existing under the laws of the State of Arkansas and having an address at 3201 South Elm Street, Little Rock, Arkansas 72204, United States of America (hereinafter "ASSIGNEE"), desires to acquire the Marks, together with the goodwill symbolized thereby, the Registrations and the common law rights listed on Schedule A.

NOW, THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby sells, assigns, transfers and conveys to ASSIGNEE, ASSIGNOR'S entire right, title and interest in and to the Marks, the goodwill symbolized thereby, the Registrations and the common law rights listed on Schedule A, free and clear of all liens and encumbrances, together with the right to recover for past acts of infringement.

ASSIGNOR confirms that it is the owner of the Marks and is the holder of record title to the Registrations listed on Schedule A, that ASSIGNOR has full power to make this Assignment, and that ASSIGNOR will execute such further assignments and related documents with respect to the Marks, the Registrations and common law rights listed on Schedule A as ASSIGNEE may reasonably request.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be executed by its duly authorized officer as of the 23rd day of April, 2004.

MOUNTAIN VALLEY SPRING COMPANY

By: John H. Washburn
John H. Washburn
Title: Executive Vice President

STATE OF TEXAS)
)ss.
COUNTY OF DALLAS)

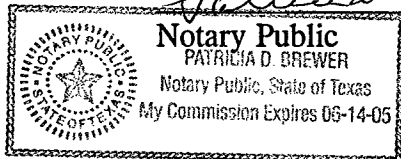
ACKNOWLEDGMENT

On this day, before me, a Notary Public, duly commissioned, qualified and acting, with and for said County and State, appeared in person the within named John H. Washburn, to me well known, who stated he/she was the Executive Vice President of MOUNTAIN VALLEY SPRING COMPANY, an Arkansas corporation, and was duly authorized in such capacity to execute the foregoing instrument for and in the name and on behalf of the corporation, and further stated and acknowledged he/she had so signed, executed and delivered the foregoing instrument for the consideration, uses and purposes therein mentioned and set forth.

IN TESTIMONY WHEREOF, I have hereunto set my hand and official seal this 20th day of April, 2004.

Patricia D. Brewer

My commission expires:
06/14/05
(SEAL)



SCHEDULE A

<u>U.S. Registration No.</u>	<u>Marks</u>
2,054,448	MOUNTAIN VALLEY SPRING (Stylized)
1,967,953	MOUNTAIN VALLEY
51,448	MOUNTAIN VALLEY (Stylized)
1,712,24	CONSIDER THE SOURCE (Service Mark – Cl. 39)
1,726,069	CONSIDER THE SOURCE (Trademark – Cl. 32)
2,060,830	DISCOVER THE DIAMOND DIFFERENCE
2,306,226	WOODLAND
2,508,100	DO THE SPRING THING!
1,969,792	WE BRING THE SPRING TO YOUR DOOR
2,362,179	QUENCH YOUR INNER THIRST

<u>Japan Trademark Registration No.</u>	<u>Mark</u>
2,222,475	MOUNTAIN VALLEY

<u>United Kingdom Trademark Reg. No.</u>	<u>Mark</u>
1437251	MOUNTAIN VALLEY

<u>Arkansas Trademark Registration</u>	<u>Mark</u>
500020094	DIAMOND

<u>Arkansas Fictitious Name Filing</u>	<u>Fictitious Name</u>
35994	WOODLAND SPRING WATER COMPANY

Unregistered Marks

MOUNTAIN VALLEY

MOUNTAIN VALLEY (any other logos or stylized marks)

MOUNTAIN VALLEY SPRING

CONSIDER THE SOURCE

DISCOVER THE DIAMOND DIFFERENCE

WOODLAND

DO THE SPRING THING!

WE BRING THE SPRING TO YOUR DOOR

QUENCH YOUR INNER THIRST

DIAMOND

WOODLAND SPRING WATER COMPANY

MOUNTAIN VALLEY SPRING COMPANY