

**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
Go Go Juice Inc.		09/08/2004	CORPORATION: MONTANA

RECEIVING PARTY DATA	
Name:	Red Bull GmbH
Street Address:	Am Brunnen 1
City:	Fuschl am See
State/Country:	AUSTRIA
Postal Code:	5330
Entity Type:	LTD LIAB JT ST CO: AUSTRIA

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	76318248	MATADOR ENERGY DRINK

CORRESPONDENCE DATA	
Fax Number:	(408)280-2235
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	1-408-280-2233
Email:	MRG@TechMark.com
Correspondent Name:	TechMark a Law Corporation
Address Line 1:	55 South Market St., Sixteenth Floor
Address Line 4:	San Jose, CALIFORNIA 95113-2327

ATTORNEY DOCKET NUMBER:	MATADOR-GOGO ASSIGNM
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DOMESTIC REPRESENTATIVE	
Name:	Martin R. Greenstein, c/o TechMark
Address Line 1:	55 South Market St., Sixteenth Floor
Address Line 4:	San Jose, CALIFORNIA 95113-2327

NAME OF SUBMITTER:	Martin R. Greenstein
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Total Attachments: 1  
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Exhibit A: TRADEMARK ASSIGNMENT

WHEREAS, Go Go Juice Inc., a Montana corporation, with its principal place of business at 931 Harvard Ave, Billings, MT 59102 U.S.A., as Assignee and Successor in Title and Interest to Go Go Juice Company, a Texas partnership ("Assignor") is record owner of the trademark MATADOR ENERGY DRINK, and U.S. Appln. No. 76/318,248 for registration thereof on the Principal Register of the U.S. Patent and Trademark Office, filed September 27, 2001 (the "Trademark"); and

WHEREAS, Assignee Red Bull GmbH has objected to use and registration of the Trademark as confusingly similar to Assignee's trademarks RED BULL, BULL and various Designs of a Bull, inter alia, and has filed Opposition No. 91/154,995 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 Am Brunnen 1, 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. 76/318,248 and any other registrations therefor 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 therefor, including U.S. Appln. No. 76/318,248, 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 Commissioner for Trademarks is requested to issue the resulting certificate of registration in the name of Assignee.

Go Go Juice Inc.

Dated: 8<sup>th</sup> Day of September, 2004  
at 10:35 AM

Macaulay D. Kerr  
By: Macaulay D. Kerr  
Title: President

Subscribed and sworn to before  
me on 8<sup>th</sup> day of Sep., 2004

Jane Bunnings  
Notary Public - Billings, MT  
Notary Exp: 3-14-2007