

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Excuse Me, LLC		09/17/2004	limited liability company: COLORADO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Go Fast Sports & Beverage Company		
<b>Street Address:</b>	1935 West 12th Avenue		
<b>City:</b>	Denver		
<b>State/Country:</b>	COLORADO		
<b>Postal Code:</b>	80204		
<b>Entity Type:</b>	CORPORATION: COLORADO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2200650	RUDY BEGONIA'S BELCHER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(303)863-0223		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	303-863-9700		
<b>Email:</b>	rbrunelli@sheridanross.com		
<b>Correspondent Name:</b>	Sheridan Ross P.C.		
<b>Address Line 1:</b>	1560 Broadway, Suite 1200		
<b>Address Line 4:</b>	Denver, COLORADO 80202		
<b>ATTORNEY DOCKET NUMBER:</b>	4719-15 RRB		
<b>NAME OF SUBMITTER:</b>	Robert R. Brunelli		
<b>Total Attachments: 1</b> source=ASSIGNMENT#page1.tif			

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TRADEMARK ASSIGNMENT

This is an Assignment by Excuse Me, LLC, having an address of 12 South Monroe Street, Denver, Colorado 80209 ("EM"), to Go Fast Sports & Beverage Company, having an address of 1935 West 12th Avenue, Denver, Colorado 80204 ("Go Fast"), to become effective upon the signature date provided for herein below ("Effective Date").

WHEREAS, EM is the owner of rights in the trademark "BELCHER," including Federal Registration No. 2,200,650 for "RUDY BEGONIA'S BELCHER" and Design, for soft drinks ("the Mark"), and is desirous of assigning the Mark and all U.S. and foreign applications and registrations therefor, to Go Fast.

WHEREAS, Go Fast is desirous of acquiring all right, title and interest in the Mark and all U.S. and foreign applications and registrations therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, EM does hereby assign to Go Fast, subject to the provisions of the Purchase and Sale Agreement with the same effective date between the two parties, all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark and all U.S. and foreign registrations and applications therefor.

EXCUSE ME, LLC

Date: 9/17/04

By: [Signature]  
Dennis Johannigmier  
Title: Managing Member

State of Colorado     )  
                                  ) ss.  
County of Adams

Subscribed and sworn before me on this 17 day of September, 2004 by Dennis Johannigmier, Managing Member of Excuse Me, LLC.

My Commission Expires: 2-22-06

[Signature]  
(Notary Public signature)

Monica K. Amee, Notary Public  
State of Colorado  
My Commission Expires 2/22/2006

