

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JONES Soda Co.		11/23/2004	CORPORATION: WASHINGTON

RECEIVING PARTY DATA	
Name:	JONES Soda Co. (USA) Inc.
Street Address:	234 Ninth Avenue North
City:	Seattle
State/Country:	WASHINGTON
Postal Code:	98109
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 35

Property Type	Number	Word Mark
Serial Number:	75302420	FUFU BERRY SODA
Serial Number:	75547943	I'M JONESIN'
Serial Number:	75547944	JONESIN'
Serial Number:	75818361	JONES WHOOP ASS
Serial Number:	75842751	SLIM JONES
Serial Number:	75891038	
Serial Number:	75891039	
Serial Number:	75891042	SLIM JONES
Serial Number:	75891043	WHOOP ASS ENERGY DRINK REVITALIZES ATTITUDE & RESTORES FAITH IN MANKIND JONES SODA CO
Serial Number:	76068874	WHOOP ASS ENERGY BAR
Serial Number:	76087794	WHOOP ASS ENERGY COLA
Serial Number:	78139372	JONES NATURALS
Serial Number:	78139377	JONES NATURALS
Registration Number:	2093428	I'VE GOT A JONES FOR A JONES.

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Registration Number:	2118528	JONES SODA CO.
Registration Number:	2178918	J
Registration Number:	2217492	WET YOURSELF
Registration Number:	2217493	WAZU
Registration Number:	2291508	SLIM JONES
Registration Number:	2352128	IT MAY NOT BE YOUR THING
Registration Number:	2541825	WWW.JONESSODA.COM
Registration Number:	2553027	NATURAL JONES
Registration Number:	2577172	MY JONES
Registration Number:	2675901	J JONES SODA CO.
Registration Number:	2682073	SPIKED JONES
Registration Number:	2691231	GO THERE
Registration Number:	2708272	MY JONES
Registration Number:	2709523	BADA BING!
Registration Number:	2721730	WHOO ASS ENERGY DRINK
Registration Number:	2723603	RUN WITH THE LITTLE GUY
Registration Number:	2766010	JONES SODA CO.
Registration Number:	2790050	JONES SODA CO.
Registration Number:	2837569	JONES SODA CO.
Registration Number:	2839363	JONES SODA CO.
Registration Number:	2842065	WHOO ASS ENERGY DRINK REVITALIZES ATTITUDE & RESTORES FAITH IN MANKIND

CORRESPONDENCE DATA

Fax Number: (206)224-0779
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 206.682.8100
Email: efilings@cojck.com
Correspondent Name: Faye L. Tomlinson
Address Line 1: 1420 Fifth Avenue, Suite 2800
Address Line 4: Seattle, WASHINGTON 98101-2347

NAME OF SUBMITTER:	Faye L. Tomlinson
Signature:	/Faye L. Tomlinson/
Date:	01/20/2005

Total Attachments: 3
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**ASSIGNMENT OF TRADEMARK PENDING
APPLICATIONS AND REGISTRATIONS**

WHEREAS, JONES Soda Co., a Washington corporation, having the business address of 234 Ninth Avenue North, Seattle, Washington 98109 (hereinafter the "Assignor"), is the owner of the applications and registrations in attached Exhibit A; and,

WHEREAS, JONES Soda Co. (USA) Inc., a Washington corporation, having the business address of 234 Ninth Avenue North, Seattle, Washington 98109 (hereinafter the "Assignee") is desirous of acquiring said applications and registrations and Assignor's rights to said marks;

NOW, THEREFORE, for sufficient, good, and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee its entire right and title to and interest in the marks, the pending applications and registrations therefor, the ongoing and existing business of Assignor or portion thereof to which said marks pertain and the goodwill of the business symbolized thereby.

The Commissioner for Trademarks is requested to issue the Certificates of Registration for the pending applications to Assignee.

Executed at Seattle, Washington, this 23rd day of November, 2004.

JONES Soda Co.


By: JENNIFER CUI
Title: COO/ICFO

STATE OF WASHINGTON)
)
COUNTY OF KING)

On this 23rd day of November, 2004, Jennifer Cui personally appeared before me, known to me to be the individual named above who executed the within and foregoing instrument, and acknowledged that she signed the same as her free and voluntary act and deed, for the uses and purposes therein mentioned.

FLT:BJL



Barbara J. Lang
Notary Public
My commission expires 8-3-07

LAW OFFICES OF
CHRISTENSEN O'CONNOR JOHNSON KINDNESS^{PLLC}
1420 Fifth Avenue
Suite 2800
Seattle, Washington 98101
206.682.8100

EXHIBIT A

Mark	Application No.	Filing Date	Our Reference:
FUFU BERRY SODA	75/302,420	6/3/1997	JSCO-2-27374
I'M JONESIN'	75/547,943	9/3/1998	JSCO-2-27388
JONESIN'	75/547,944	9/3/1998	JSCO-2-27386
JONES WHOOP ASS	75/818,361	10/12/1999	JSCO-2-27401
SLIM JONES & Design	75/842,751	11/8/1999	JSCO-2-27405
Miscellaneous Design	75/891,038	1/7/2000	JSCO-2-27404
MISCELLANEOUS Design (Whoop Ass Boy)	75/891,039	1/7/2000	JSCO-2-27411
SLIM JONES & Design	75/891,042	1/7/2000	JSCO-2-27410
WHOOP ASS ENERGY DRINK REVITALIZES ATTITUDE & RESTORES FAITH IN MANKIND & Design	75/891,043	1/7/2000	JSCO-2-27403
WHOOP ASS ENERGY BAR	76/068,874	6/12/2000	JSCO-2-27414
WHOOP ASS ENERGY COLA	76/087,794	7/10/2000	JSCO-2-27416
JONES NATURALS	78/139,372	6/27/2002	JSCO-2-28465
JONES NATURALS	78/139,377	6/27/2002	JSCO-2-28467

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Mark	Registration No.	Issue Date	Our Reference:
I'VE GOT A JONES FOR A JONES.	2,093,428	9/2/1997	JSCO-2-27382
JONES SODA CO.	2,118,528	12/2/1997	JSCO-2-27379
J & DESIGN	2,178,918	8/4/1998	JSCO-2-27378
WET YOURSELF	2,217,492	1/12/1999	JSCO-2-27393
WAZU	2,217,493	1/12/1999	JSCO-2-27391
SLIM JONES	2,291,508	11/9/1999	JSCO-2-27373
IT MAY NOT BE YOUR THING	2,352,128	5/23/2000	JSCO-2-27435
WWW.JONESSODA.COM	2,541,825	2/19/2002	JSCO-2-27376
NATURAL JONES	2,553,027	3/26/2002	JSCO-2-27377
MY JONES	2,577,172	6/11/2002	JSCO-2-21975
J JONES SODA CO. & Design	2,675,901	1/21/2003	JSCO-2-27399
SPIKED JONES	2,682,073	2/4/2003	JSCO-2-27371
GO THERE	2,691,231	2/25/2003	JSCO-2-27375
MY JONES	2,708,272	4/22/2003	JSCO-2-27395
BADA BING!	2,709,523	4/22/2003	JSCO-2-28387
WHOO ASS ENERGY DRINK	2,721,730	6/3/2003	JSCO-2-27398
RUN WITH THE LITTLE GUY	2,723,603	6/10/2003	JSCO-2-27421
JONES SODA CO. & Design	2,766,010	9/23/2003	JSCO-2-27419
JONES SODA CO. & Design	2,790,050	12/9/2003	JSCO-2-27418
JONES SODA CO. & Design (Black on Silver)	2,837,569	5/4/2004	JSCO-2-27417
JONES SODA CO. & Design (Silver on Black)	2,839,363	5/11/2004	JSCO-2-27400
WHOO ASS ENERGY DRINK REVITALIZES ATTITUDE & RESTORES FAITH IN MANKIND	2,842,065	5/18/2004	JSCO-2-27402

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