

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	02/07/2005

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Natural Water of Viti Limited		03/01/2005	CORPORATION: FIJI

**RECEIVING PARTY DATA**

Name:	Fiji Water Company LLC
Street Address:	11444 W. Olympic Blvd., 10th Floor
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90064
Entity Type:	Limited Limited Company: DELAWARE

**PROPERTY NUMBERS Total: 11**

Property Type	Number	Word Mark
Registration Number:	2703620	FIJI
Registration Number:	2164851	FIJI
Registration Number:	2911918	
Registration Number:	2813646	THE TASTE OF PARADISE
Registration Number:	2662527	A TASTE OF PARADISE
Registration Number:	2703802	FIJI
Registration Number:	2714973	FIJI
Registration Number:	2286974	
Registration Number:	2462270	THE EVOLUTION OF WATER
Serial Number:	78213384	VITI
Serial Number:	76162290	FIJI

**CORRESPONDENCE DATA**

**CH \$290.00 2703620**

Fax Number: (310)966-5728  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 310-966-5726  
Email: lpowell@roll.com  
Correspondent Name: LaTunda Powell  
Address Line 1: 11444 W. Olympic Blvd., 10th Floor  
Address Line 4: Los Angeles, CALIFORNIA 90064

NAME OF SUBMITTER:	LaTunda Powell
Signature:	/LaTunda Powell/
Date:	03/01/2005

Total Attachments: 3  
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**ASSIGNMENT OF U.S. TRADEMARKS/SERVICE MARKS**

FOR GOOD AND VALUABLE CONSIDERATION, Natural Waters of Viti, Ltd., a Fiji corporation, having a mailing address of Box 4, Aspen, Colorado 81612 ("Assignor"), hereby assigns and transfers to Fiji Water Company LLC, a Delaware limited liability company, having its principal office at 11444 W. Olympic Blvd., 10<sup>th</sup> Floor, Los Angeles, California 90064 ("Assignee"):

A. All worldwide right, title and interest held by Assignor in and to the trademarks and/or service marks listed in Exhibit "A" attached hereto and incorporated herein by this reference, together with the applications and/or registrations thereof in the United States of America as listed in Exhibit "A" (hereinafter collectively referred to as the "Marks");

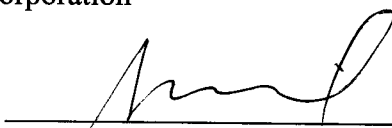
B. The goodwill of the business connected with the use of and symbolized by the Marks together with the business associated with the Marks and all assets that uniquely reflect the goodwill of the business of Assignor and are connected with the use of, and symbolized by, the Marks; and

C. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present, or future infringement of said Marks or injury to said goodwill, together with the right to sue or recover the same in the Assignee's name.

IN WITNESS WHEREOF, Assignor has executed this Assignment of U.S. Trademarks/Service Marks effective as of February 7, 2005.

NATURAL WATERS OF VITI, LTD.  
a Fiji corporation

By:

  
\_\_\_\_\_  
Stewart A. Resnick, Director

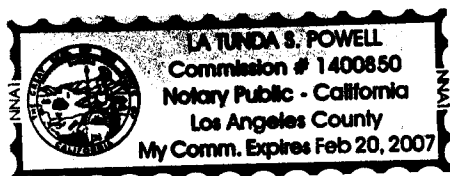
ACKNOWLEDGMENT OF INSTRUMENTS

STATE OF CALIFORNIA )  
 ) SS.  
COUNTY OF LOS ANGELES )

On March 1, 2005, before me, LaTunda S. Powell, a Notary Public, personally appeared Stewart A. Resnick and Lynda Rae Resinick, personally known to me (~~or proved to me on the basis of satisfactory evidence~~) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/~~she~~/they executed the same in his/~~her~~/their authorized capacity(ies), and that by his/~~her~~/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.  
WITNESS my hand and official seal.

LaTunda S. Powell  
Notary Public

[SEAL]



**EXHIBIT "A"**

FIJI	32	76162278	November 10, 2000	2703620	April 8, 2003
FIJI	32	75189302	March 30, 1998	2164851	June 9, 1998
	32	76162286	November 10, 2000	2911918	December 21, 2004
THE TASTE OF PARADISE	32	76344820	December 3, 2001	2813646	February 10, 2004
A TASTE OF PARADISE	32	76324334	October 11, 2001	2662527	December 17, 2002
FIJI	32	76273662	June 19, 2001	2703802	April 8, 2003
FIJI	32	76162280	November 10, 2000	2714973	May 13, 2003
	32	75313250	June 23, 1997	2286974	October 19, 1999
THE EVOLUTION OF WATER	21, 25, 32	75586447	November 11, 1998	2462270	June 19, 2001
	32	76162290	November 10, 2000		
VITI	32	78213384	February 11, 2003		