

**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:	04/11/2005

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Tequila Las Siete Marcas SA DE CV		04/11/2005	CORPORATION: MEXICO

**RECEIVING PARTY DATA**

Name:	Vinco Beverages Canada
Street Address:	251 Saulteaux Crecent
City:	Winnipeg, Manitoba
State/Country:	CANADA
Postal Code:	R3J 3C7
Entity Type:	CORPORATION: CANADA

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	2695914	CHUPA CHUPA

**CORRESPONDENCE DATA**

Fax Number: (312)521-2875  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 312-521-2775  
 Email: asacharoff@muchshelist.com  
 Correspondent Name: Adam K Sacharoff  
 Address Line 1: 191 N Wacker Drive Suite 1800  
 Address Line 2: Much Shelist  
 Address Line 4: Chicago, ILLINOIS 60606

**DOMESTIC REPRESENTATIVE**

Name:  
 Address Line 1:

CH \$40.00 2695914

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Adam K Sacharoff

Signature:

/aks/

Date:

04/19/2005

Total Attachments: 1

source=Assignment#page1.tif

**Assignment of Trademarks**

Tequilas Las Siete Marcas SA DE CV, whose principal place of business is Venezuela 475 Col. Americana, Guadalajara, Jalisco, Mexico, holds title to the Trademark

United States Trademark CHUPA CHUPA

REg. No. 2,695,914

Vinco Beverages Canada, whose principal place of business is 251 Saulteaux Crescent, Winnipeg, MB R3J 3C7 desires to obtain title and any and all interest Tequilas Las Siete Marcas has to said trademark as well as the portion of the business associated with the mark.

Therefore, for the sum of \$1.00 plus other good and valuable consideration the receipt and sufficiency of which are hereby acknowledged,

Tequilas Las Siete Marcas hereby assigns to Vinco Beverages Canada, its legal representatives, successors and assignees, its entire right, title and interest in said trademark properties and the goodwill represented thereby, including the right to claim priority, as fully and completely as the same would have been held by New World Brands, Inc. had this Assignment not been made.

AND for the same consideration, Assignor hereby covenants and agrees to and with the Assignee, its successors, legal representatives and assigns, that the Assignor will sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of said mark and said application without charge to Assignor but at the cost and expense of Assignee.

Tequilas Las Siete Marcas

Vinco Beverages Canada

BY *[Signature]*

BY *[Signature]*

Name: JAVIER C. OLIVA AGUAYO

Name: COSTAS P. ATALIOTIS

Title: PRESIDENT

Title: PRESIDENT

Date: APRIL 11, 2005

Date: APRIL 8, 2005