

**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>
Fresh Solutions, Inc.		11/03/2005	CORPORATION: NEW JERSEY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Ultimate Juice Co.		
<b>Street Address:</b>	935 W. 8th Street		
<b>City:</b>	Azusa		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91702		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2188085	THE ULTIMATE JUICE	
Registration Number:	2075085	ULTIMATE	
Registration Number:	1671295	ULTIMATE	
Registration Number:	1820078	THE ULTIMATE COUNTRY KITCHEN	
Registration Number:	2273300		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(213)630-5646		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	213/891-5106		
<b>Email:</b>	dlipstone@buchalter.com		
<b>Correspondent Name:</b>	Doug Lipstone		
<b>Address Line 1:</b>	1000 Wilshire Blvd., Suite 1500		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90017		
<b>ATTORNEY DOCKET NUMBER:</b>	N0499-0002		

CH \$140.00 2188085

NAME OF SUBMITTER:	Doug Lipstone
Signature:	/Doug Lipstone/
Date:	11/03/2005
Total Attachments: 2 source=Fresh Solutions Trademark Assignment (11.3.05)#page1.tif source=Fresh Solutions Trademark Assignment (11.3.05)#page2.tif	

## TRADEMARK ASSIGNMENT

WHEREAS, Fresh Solutions, Inc., a New Jersey corporation, (hereinafter, "Assignor"), owned the trademark(s) identified on Exhibit "A", which is attached hereto and incorporated herein by this reference (hereinafter, the "Marks", which term shall also include any registrations or applications therefore, including, without limitation, those registrations and applications identified on Exhibit "A", as well as all common law rights therein);

WHEREAS, The Ultimate Juice Co. a Delaware corporation, (hereinafter, "Assignee"), acquired the Marks and all of Assignor's right, title and interest in the Marks, plus the goodwill of the business in connection with which the Marks were used, effective as of February 11, 2003;

NOW, THEREFORE, effective as of February 11, 2003, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, as part of its assignment of its business assets to Assignee, assigned and transferred unto Assignee, its successors and assigns, all of Assignor's right, title and interest in and to the Marks together with the goodwill symbolized by the Marks, and any and all claims and demands at law or in equity that Assignor then had or may thereafter acquire on account of any infringement of the Marks prior to the effective date of such assignment.

Assignor:

Fresh Solutions, Inc.

Date: November 03, 2005

By: Mar D. Roth  
Its: Vice President and  
Assistant Secretary

Exhibit "A"

Trademarks

Registrations

County	Mark	Reg. No.
USA	THE ULTIMATE JUICE	2,188,085
USA	ULTIMATE and design	2,075,085
USA	ULTIMATE	1,671,295
USA	THE ULTIMATE COUNTRY KITCHEN	1,820,078
USA	Bottle trade dress	2,273,300