

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
Unicept Corporation		10/11/2005	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	JBR, Inc.		
Street Address:	1933 Davis St., Suite 308		
City:	San Leandro		
State/Country:	CALIFORNIA		
Postal Code:	94577		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2819443	FLAVORS THAT REALLY REACH THE CUP	
CORRESPONDENCE DATA			
Fax Number:	(415)398-3249		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4157811989		
Email:	ciganovich.maria@dorsey.com		
Correspondent Name:	David J. Brezner		
Address Line 1:	555 California St., Suite 1000		
Address Line 2:	Dorsey & Whitney LLP		
Address Line 4:	San Francisco, CALIFORNIA 94104		
ATTORNEY DOCKET NUMBER:	468764-79/DJB		
NAME OF SUBMITTER:	David J. Brezner		
Signature:	/David J. Brezner/		
Date:	12/01/2005		

CH \$40.00 2819443

Total Attachments: 2
source=2819443#page1.tif
source=2819443#page2.tif

ASSIGNMENT

WHEREAS, Unicept Corporation, a corporation of the state of California having its principal place of business at 26804 Vista Terrace, Lake Forest, California 92630 (hereinafter called "Assignor"), has adopted, used, and is using FLAVORS THAT REALLY REACH THE CUP as a trademark and service mark;

WHEREAS, said Assignor has filed applications for registration, and has obtained certain registrations, of said marks in the United States as follows:

Reg. No.
2,819,443

Next Deadline
8 & 15 Declaration due: 3/2/2010
Renewal due: 3/2/2014

WHEREAS, JBR, Inc., a corporation of the state of California, having its principal place of business at 1933 Davis Street, Suite 308, San Leandro, California 94577 (hereinafter called "Assignee"), is desirous of acquiring all right, title and interest in and to said marks, said applications for registration of said marks in the United States, and said registrations of said marks in the United States, together with the goodwill of the business symbolized by said marks;

NOW, THEREFORE, for good and valuable consideration received by Assignor from Assignee, receipt in full of which is hereby acknowledged by Assignor, said Assignor hereby assigns unto Assignee all right, title and interest in and to said marks, said applications for registration of said marks in the United States, and said registrations of said marks in the United States, together with the goodwill of the business symbolized by said marks.

The terms, covenants and provisions of this Assignment shall inure to the benefit of Assignee, its successors, assigns and other legal representatives, and

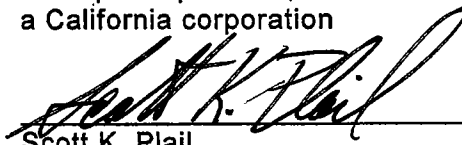
09/27/05
1044.017/307166.1

shall be binding upon Assignor, its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, said Assignor has caused this Assignment to be executed and delivered by its duly authorized representative this 11TH day of OCTOBER, 2005.

ASSIGNOR
Unicept Corporation,
a California corporation

By:

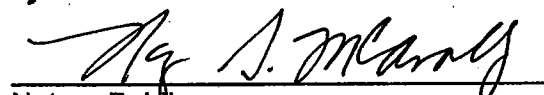


Scott K. Plail

Its: President

STATE OF CALIFORNIA
COUNTY OF ORANGE

On this 11TH day of OCTOBER, in the year 2005, before me the undersigned Notary Public personally appeared SCOTT K. PLAIL, known to me / proved to me on the affirmation of _____ to be the person whose name is subscribed to the within instrument, and acknowledged that ~~he~~ executed the same.



Notary Public

