

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:	03/20/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Monarch Beverage Company, Inc.		03/20/2006	CORPORATION: WASHINGTON

RECEIVING PARTY DATA

Name:	Quench Co., LLC
Street Address:	600 University Street
Internal Address:	Suite 1925
City:	Seattle
State/Country:	WASHINGTON
Postal Code:	98101
Entity Type:	LIMITED LIABILITY COMPANY: WASHINGTON

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	555788	QUENCH
Registration Number:	555789	QUENCH
Registration Number:	746274	QUENCH
Registration Number:	1047788	QUENCH
Registration Number:	1064231	QUENCH
Registration Number:	1741580	DIET QUENCH
Registration Number:	1745989	DIET QUENCH

CORRESPONDENCE DATA

Fax Number: (206)654-2952
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 206-654-2252

CH \$190.00 555788

Email: collette@ryanlaw.com
Correspondent Name: Kevin J. Collette
Address Line 1: 1201 Third Avenue
Address Line 2: Suite #3400
Address Line 4: Seattle, WASHINGTON 98101-3034

ATTORNEY DOCKET NUMBER:	015196-3502
NAME OF SUBMITTER:	Kevin J. Collette
Signature:	/kjc/
Date:	04/05/2006

Total Attachments: 2
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ASSIGNMENT

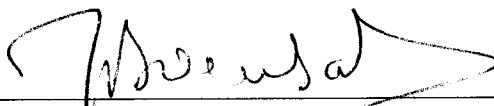
WHEREAS, The Monarch Beverage Company, Inc., a Delaware corporation, having an address of 3424 Peachtree Road, N.E., Atlanta, Georgia 30326 ("Assignor"), is the owner of the trademarks identified on Exhibit A attached hereto (the "Marks") and certain U.S. registrations therefor; and

WHEREAS, Quench Co., LLC, a Washington limited liability company, having an address of 600 University Street, Suite 1925, Seattle, Washington 98101 ("Assignee"), is desirous of acquiring all right, title and interest in and to the Marks, the U.S. registrations therefor, and the goodwill of the business symbolized thereby.

NOW, THEREFORE, good and valuable consideration being extant, Assignor hereby assigns to Assignee all of its right, title and interest in and to the Marks, the U.S. registrations therefor, and the goodwill of the business symbolized thereby, including the right to sue and recover damages for past acts of infringement.

THE MONARCH BEVERAGE COMPANY, INC.

Date: 3/20/06



Jacques Bombal
Chief Executive Officer

STATE OF)

) ss.

COUNTY OF)

I certify that I know or have satisfactory evidence that Jacques Bombal signed this instrument, on oath stated that he was authorized to execute the instrument and acknowledged it as the Chief Executive Officer of The Monarch Beverage Company, Inc., to be the free and voluntary act and deed of said corporation, for the uses and purposes mentioned in the instrument.

WITNESS my hand and official seal hereto affixed on 3/20/06





Print name Mary Lee Tilton
Notary Public in and for the State of Georgia
My appointment expires 1-28-07

EXHIBIT A

Mark	U.S. Registration No.	Registration Date	Goods
QUENCH and design	555,788	March 11, 1952	Carbonated citrus-flavored soft drink and the concentrate from which the same is made in Class 32
QUENCH (Stylized)	555,789	March 11, 1952	Carbonated citrus-flavored soft drink and the concentrate from which the same is made in Class 32
QUENCH and design	746,274	March 5, 1963	Grapefruit and lemon flavored soft drinks and concentrates for making the same in Class 32
QUENCH	1,047,788	September 7, 1976	Chewing gum in Class 30
QUENCH	1,064,231	April 26, 1977	Salivary stimulant-namely, a lemon flavored liquid concentrate in Class 3
DIET QUENCH	1,741,580	December 22, 1992	Soft drinks in Class 32
DIET QUENCH and design	1,745,989	January 12, 1993	Soft drinks in Class 32