

**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>
BP Products North America Inc.		04/24/2006	CORPORATION: MARYLAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hansen Beverage Company		
<b>Street Address:</b>	1010 Railroad Street		
<b>City:</b>	Corona		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92882		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78447493	UNBOUND	
<b>Serial Number:</b>	78691305	UNBOUND ENERGY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(949)760-9502		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	949-760-0404		
<b>Email:</b>	efiling@kmob.com		
<b>Correspondent Name:</b>	Danielle Klausner, Esq.		
<b>Address Line 1:</b>	2040 Main Street, 14th Floor		
<b>Address Line 4:</b>	Irvine, CALIFORNIA 92614		
<b>ATTORNEY DOCKET NUMBER:</b>	HANBEV.000GEN		
<b>NAME OF SUBMITTER:</b>	Danielle Klausner		
<b>Signature:</b>	/Danielle Klausner/		
<b>Date:</b>	04/27/2006		

CH \$65.00 78447493

Total Attachments: 2  
source=2208\_001#page1.tif  
source=2208\_001#page2.tif

**CONFIRMATORY TRADEMARK ASSIGNMENT**

This Confirmatory Trademark Assignment is effective as of March 7, 2006, by and between BP Products North America Inc., a Maryland corporation having a principal place of business at 4 Centerpointe Drive, LaPalma, California 90623 (hereinafter "ASSIGNOR") and Hansen Beverage Company, a Delaware corporation having a principal place of business at 1010 Railroad Street, Corona, California 92882 (hereinafter "ASSIGNEE").

WHEREAS, ASSIGNOR developed and owns rights in the trademarks listed in Schedule A, attached hereto and incorporated herein by this reference, and any and all other rights appurtenant thereto, including, but not limited to, any and all common law rights, causes of action, and the right to recover for past infringement (hereinafter collectively referred to as "Trademarks");

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by said Trademarks and has not abandoned the same;

WHEREAS, ASSIGNOR is the owner of the federal trademark applications relating to the Trademarks listed in Schedule B, attached hereto and incorporated herein by reference (hereinafter collectively referred to as "Applications");

WHEREAS, ASSIGNEE desires to acquire all rights, title, and interest in and to the Trademarks and Applications; and

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademarks and the Applications.

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademarks set forth in Schedule A and the Applications set forth in Schedule B, and any and all other rights appurtenant thereto, including, but not limited to, any and all common law rights, causes of action, and the right to recover for past infringement.

BP PRODUCTS NORTH AMERICA INC.

By: 

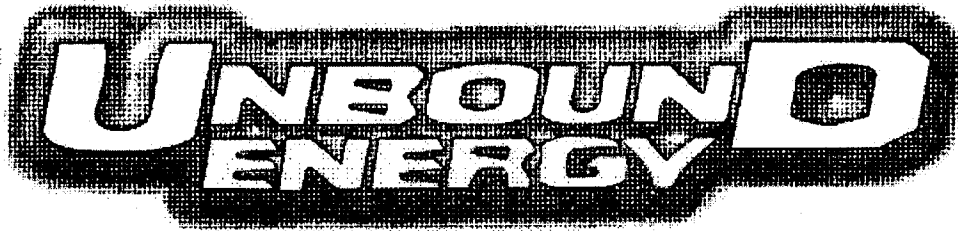
Donald C. Knapp, Jr.  
Senior Trademark Attorney

Date: April 24, 2006

**SCHEDULE A TO TRADEMARK ASSIGNMENT**

Trademarks:

1. UNBOUND



2.

**SCHEDULE B TO TRADEMARK ASSIGNMENT**

U.S. Federal Trademark Applications:

<u>MARK</u>	<u>APPL. NO.</u>	<u>FILING DATE</u>	<u>INTL. CLASS</u>
UNBOUND	78/447,493	July 8, 2004	32
UNBOUND ENERGY & Design	78/691,305	August 12, 2005	32

2541718