

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
Big Red, Inc.		06/06/2006	INC. ASSOCIATION: UNITED STATES
RECEIVING PARTY DATA			
Name:	North American Beverages, LTD.		
Street Address:	P. O. Box 20068		
City:	Waco		
State/Country:	TEXAS		
Postal Code:	76702		
Entity Type:	LIMITED PARTNERSHIP: UNITED STATES		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2455948	AS GOOD AS IT GETS!	
Registration Number:	2352076	NUGRAPE	
CORRESPONDENCE DATA			
Fax Number:	(254)754-6331		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	hammack@namanhowell.com		
Correspondent Name:	Marcus W. Hammack		
Address Line 1:	900 Washington Avenue		
Address Line 2:	P.O. Box 1470		
Address Line 4:	Waco, TEXAS 76703		
ATTORNEY DOCKET NUMBER:	15442-12		
NAME OF SUBMITTER:	Marcus W. Hammack		
Signature:	/Marcus W. Hammack/		

CH \$65.00 2455948

Date:

06/13/2006

Total Attachments: 2

source=00254332#page1.tif

source=00254332#page2.tif

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT OF TRADEMARK

WHEREAS, BIG RED, INC. ("Assignor"), is the owner of the following trademarks now registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Filed</u>
AS GOOD AS IT GETS! (stylized)	2,455,948	01/04/1999
NUGRAPE	2,352,076	08/26/1999

NOW, THEREFORE, in consideration of the sum of one dollar and other good and valuable consideration, Assignor hereby assigns to NORTH AMERICAN BEVERAGES, LTD., a Texas Limited Partnership ("Assignee") all right, title and interest in the United States in and to said trademarks and said registrations thereof, **together with the goodwill of the business symbolized by said trademarks and the registrations thereof.**

Assignor represents that it is the sole owner of all conveyed rights and interests and has full right to make this assignment. Assignor agrees that it will communicate to Assignee or its representatives any material facts known to Assignor respecting said trademark rights. Assignor agrees to sign all lawful papers, make all rightful oaths, and generally do everything reasonably necessary to aid said Assignee, its successors, assigns and nominees, to effect the intent of this assignment document.

SIGNED this 6th day of June, 2006

BIG RED, LTD.

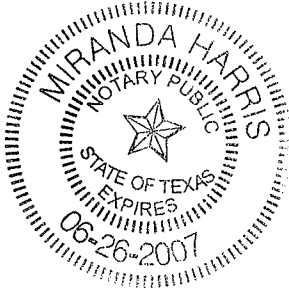
By: Marcus Fowler

Printed Name: MARCUS FOWLER

Title: PRESIDENT / COO

STATE OF TEXAS §
 §
COUNTY OF McLENNAN §

On this 6th day of June, 2006, personally appeared _____ to me known and known to me to be _____ of the assignor above named, and acknowledged that he executed the foregoing Assignment pursuant to authority duly received.



Miranda Harris
Notary Public in and for the
State of Texas
My commission expires: 6-26-07