

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Assignor's address and to correct Schedules A and B previously recorded on Reel 003298 Frame 0750. Assignor (s) hereby confirms the assignment and sale of all rights, title and interest.

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BP Products North America Inc.		06/22/2006	CORPORATION: MARYLAND

RECEIVING PARTY DATA

Name:	Hansen Beverage Company
Street Address:	1010 Railroad Street
City:	Corona
State/Country:	CALIFORNIA
Postal Code:	92882
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Serial Number:	78447493	UNBOUND
Serial Number:	78691305	UNBOUND ENERGY
Serial Number:	78691295	U

CORRESPONDENCE DATA

Fax Number: (949)760-9502
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 949-760-0404
Email: efilings@kmob.com
Correspondent Name: Danielle Klausner, Esq.
Address Line 1: 2040 Main Street, 14th Floor
Address Line 4: Irvine, CALIFORNIA 92614

ATTORNEY DOCKET NUMBER:	HANBEV.000GEN
NAME OF SUBMITTER:	Danielle Klausner

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Signature:

/Danielle Klausner/

Date:

06/30/2006

Total Attachments: 2

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AMENDED 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 4101 Winfield Road Warrenville, Il 60555 (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 trademark applications and registrations relating to the Trademarks listed in Schedule B, attached hereto and incorporated herein by reference (hereinafter collectively referred to as "Applications/Registrations");

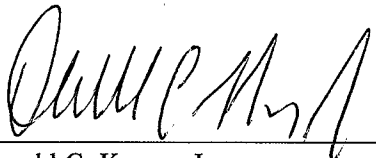
WHEREAS, ASSIGNEE desires to acquire all rights, title, and interest in and to the Trademarks and Applications/Registrations; and

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/Registrations.

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/Registrations set forth in Schedule B, and any and all other rights appurtenant thereto, including, but not limited to, any and all trademark applications and registrations for the Trademarks not included in Schedule B and any and all common law rights, causes of action, and the right to recover for past infringement.

This Amended Confirmatory Trademark Assignment supercedes the Confirmatory Trademark Assignment effective March 7, 2006.

BP PRODUCTS NORTH AMERICA INC.

By: 
Donald C. Knapp, Jr.
Senior Trademark Attorney

Date: June 22, 2006

SCHEDULE A TO TRADEMARK ASSIGNMENT

Trademarks:

1. UNBOUND (including all stylizations used by Assignor)
2. UNBOUND ENERGY (including all stylizations used by Assignor)
3. U (including all stylizations used by Assignor)

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
U & Design	78/691,295	August 12, 2005	32

Foreign Trademark Registrations

<u>MARK</u>	<u>REG. NO.</u>	<u>ISSUE DATE</u>	<u>INTL. CLASS</u>
UNBOUND ENERGY & Design	874098	December 14, 2005	32
U & Design	879309	December 14, 2005	32

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