

06-01-2006

Form PTO-1594 (Rev. 07/05)
OMB Collection 0651-0027 (exp. 6/30/2008)

DEPARTMENT OF COMMERCE
Patent and Trademark Office



RECORDATION
TRADEMARK 103247999

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

53006

1. Name of conveying party(ies):

DDB CORPORATION

- Individual(s)
- General Partnership
- Corporation- State: Florida
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

3. Nature of conveyance)/Execution Date(s) :

Execution Date(s) April 4, 2006

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: EDMONT P. D'ASCOLI, Trustee of the Edmont P. Internal D'Ascoli Revocable Living Trust dated May 24, 1996
 Address: _____
 Street Address: 66-590 Kamehameha Highway
 City: Haleiwa
 State: HI
 Country: USA Zip: 96712

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other Trust Citizenship Hawaii

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)
2,957,141

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown)

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Martin E. Hsia 32.471

Internal Address: 12th Floor

Street Address: 1000 Bishop Street

City: Honolulu

State: HI Zip: 96813

Phone Number: (808) 544-3835

Fax Number: (808) 540-5049

Email Address: mhsia@cades.com

6. Total number of applications and registrations involved:

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
 Expiration Date _____
 b. Deposit Account Number _____
 Authorized User Name _____

9. Signature:

Martin E. Hsia
Signature

5/19/06
Date

Martin E. Hsia

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 2

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

OFFICE OF PUBLIC RECORDS
FINANCE SECTION
MAY 19 2006 PM 2:30
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ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

WHEREAS, **DDB CORPORATION**, a Florida corporation, with its mailing address at 7340 NW 35th Avenue, Miami, Florida 33147 (the "Assignor"), has adopted and is using in its business the trademark "EXCEL LITE" (stylized) (the "Mark") and has acquired goodwill associated with and symbolized by the Mark, and is the owner of Federal Trademark Registration No. 2,957,141, issued May 31, 2005, for "low calorie pre-sweetened powdered mix used in the preparation of soft drinks", in International Class 32 (the "Registration"), for the Mark; and

WHEREAS, **EDMONT P. D'ASCOLI, Trustee of the EDMONT P. D'ASCOLI REVOCABLE LIVING TRUST DATED MAY 24, 1996**, whose mailing address is 66-590 Kamehameha Highway, Haleiwa, Hawaii 96712 (the "Assignee"), is desirous of acquiring all of the Assignor's right, title and interest in and to the Mark and the Registration, together with the goodwill of the business associated with and symbolized by the Mark;

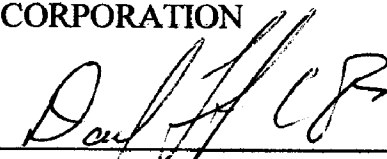
NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby remise, release and forever quitclaim unto the Assignee, the Assignee's successors in trust and assigns, all of the Assignor's right, title and interest in and to the Mark, together with the goodwill of the business associated with and symbolized by the Mark, and the Registration, and the right to sue for past infringement, if any there may be.

The Assignor, for itself and its successors and assigns, hereby represents and warrants: that the Assignor is the owner of the Mark and the Registration; that the Assignor has good right to sell and assign the same as herein set forth; that this assignment does not constitute a default under any contract or other obligation binding on the Assignor; that the Assignor has not previously assigned, licensed, or encumbered the Mark or the Registration; that the Assignor is not aware of any claims or causes of action arising from products offered or sold under the Mark; that the Assignor has no knowledge of any past infringement of the Mark; and that the Assignor has not filed any applications for, or obtained registrations for, the Mark, or any domain name including the Mark, anywhere in the world, except for the Registration.

IN WITNESS WHEREOF the Assignor has executed this Assignment as of the 4th day of April, 2006.

DDB CORPORATION

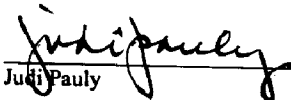
By



Daniel Fils-Aime, Jr.

Its: Secretary

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, postage prepaid, in an envelope addressed to: Mail Stop Assignment Recordation Services, Director of the United States Patent and Trademark Office, P. O. Box 1450, Alexandria, Virginia 22313-1450, on 05.25.2006



Judi Pauly

05.25.2006

Date