

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
Alton Johnson		07/24/2006	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Luxury Brand Consulting, Inc.		
Doing Business As:	DBA Bossa Nova Beverage Group, Inc.		
Street Address:	11965 Venice Boulevard, Suite 409		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90066		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2813673	BOSSA NOVA	
CORRESPONDENCE DATA			
Fax Number:	(213)630-5667		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	msolmon@buchalter.com		
Correspondent Name:	Matthew S. Solmon, c/o Buchalter Nemer		
Address Line 1:	1000 Wilshire Boulevard, Suite 1500		
Address Line 4:	Los Angeles, CALIFORNIA 90017-2457		
ATTORNEY DOCKET NUMBER:	B6134-0002		
NAME OF SUBMITTER:	Matthew S. Solmon		
Signature:	/Matthew S. Solmon/		
Date:	07/27/2006		

CH \$40.00 2813673

Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS, ALTON JOHNSON, an individual, with a residence at 6 Northstar Street, Suite 108, Marina del Rey, California (Assignor), is the sole and exclusive owner of all right, title and interest in and to the trademark BOSSA NOVA for non-alcoholic beverages, namely fruit drinks, including all common law rights thereto and the corresponding U.S. Trademark Registration No. 2,813,673 (the "Mark"), along with the associated goodwill of the business to which the Mark pertains; and

WHEREAS, LUXURY BRAND CONSULTING, INC., DBA BOSSA NOVA BEVERAGE GROUP, INC., a California corporation, located and doing business at 11965 Venice Boulevard, Suite 409, Los Angeles, California 90066 ("Assignee"), is desirous of acquiring the Mark together with the goodwill symbolized by the Mark.

NOW, THEREFORE, in exchange for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, Assignor hereby assigns, conveys and transfers unto Assignee all of Assignor's rights, title and interest in and to the Mark, and any other rights which Assignor may have acquired with respect thereto pursuant to assignment, common law or any other law, together with the goodwill of the business symbolized by the Mark.

This Assignment is executed this 24 day of July, 2006.

ALTON JOHNSON

By: [Signature]
Individual

LUXURY BRAND CONSULTING, INC., DBA BOSSA NOVA BEVERAGE GROUP, INC.

By: [Signature]

Name: MARK LOMAN

Title: CFO