

**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>
Mindful, Inc.		08/16/2006	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Jones Soda Co.		
<b>Street Address:</b>	234 Ninth Avenue North		
<b>City:</b>	Seattle		
<b>State/Country:</b>	WASHINGTON		
<b>Postal Code:</b>	98109		
<b>Entity Type:</b>	CORPORATION: WASHINGTON		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78556800	24C VITAMINS + WATER	
<b>Serial Number:</b>	78452308	24C	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(206)224-0779		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	206.682.8100		
<b>Email:</b>	efiling@cojk.com		
<b>Correspondent Name:</b>	Faye L. Tomlinson		
<b>Address Line 1:</b>	1420 Fifth Avenue, Suite 2800		
<b>Address Line 4:</b>	Seattle, WASHINGTON 98101-2347		
<b>ATTORNEY DOCKET NUMBER:</b>	JSCO-2-34404/34405		
<b>NAME OF SUBMITTER:</b>	Faye L. Tomlinson		
<b>Signature:</b>	/Faye L. Tomlinson/		
<b>Date:</b>	08/22/2006		

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Total Attachments: 1  
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**ASSIGNMENT OF TRADEMARK AND PENDING APPLICATION**

WHEREAS, Mindful, Inc., a California corporation, (hereinafter the "Assignor"), is the owner of the following applications, based on intent to use, to register the marks:

<u>Trademark</u>	<u>Serial No.</u>	<u>Filing Date</u>
24C VITAMINS + WATER	78556800	January 31, 2005
24C	78452308	July 17, 2004

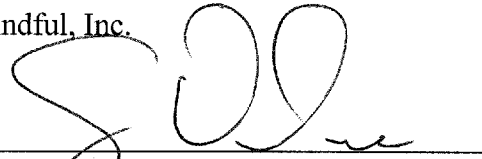
WHEREAS, Jones Soda Co., a Washington corporation, (hereinafter the "Assignee"), is desirous of acquiring said applications and Assignor's rights to said marks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign to said Assignee all right and title to and interest in the marks, the pending applications therefor, the ongoing and existing business of Assignor or portion thereof to which said marks pertain and the goodwill of the business symbolized thereby.

The Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration to Assignee.

Executed at Irvine, California, this 16<sup>th</sup> day of August, 2006.

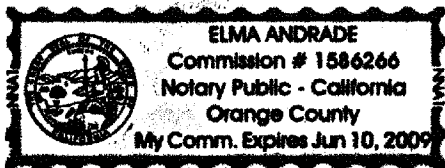

Mindful, Inc.



By: Scot de Lorme  
Title: President

STATE OF CALIFORNIA     )  
  )  
COUNTY OF ORANGE     )

On this 16<sup>th</sup> day of August, 2006, Scot de Lorme personally appeared before me, known to me to be the individual named above who executed the within and foregoing instrument, and acknowledged that he signed the same as his free and voluntary act and deed, for the uses and purposes therein mentioned.

Notary Public  
My commission expires 6/10/09

LAW OFFICES OF  
CHRISTENSEN O'CONNOR JOHNSON KINDNESS<sup>PLLC</sup>  
1420 Fifth Avenue  
Suite 2800  
Seattle, Washington 98101  
206.682.8100