

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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|-----------------------|----------------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |
| EFFECTIVE DATE: | 07/05/2006 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|--------------|----------|----------------|-----------------------|
| Euduro, Inc. | | 07/05/2006 | CORPORATION: DELAWARE |

RECEIVING PARTY DATA

| | |
|-----------------|--------------------------------|
| Name: | Beverage Research Center, Inc. |
| Street Address: | 6231 Gateway Road |
| City: | Columbus |
| State/Country: | GEORGIA |
| Postal Code: | 31909 |
| Entity Type: | CORPORATION: GEORGIA |

PROPERTY NUMBERS Total: 4

| Property Type | Number | Word Mark |
|----------------------|---------|----------------------|
| Registration Number: | 1664308 | ENERGY FOR A NEW AGE |
| Registration Number: | 1677809 | ENDURO |
| Registration Number: | 1731456 | |
| Registration Number: | 1763158 | ENDURO |

CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER: 142/00101/A-1

CH \$115.00 1664308

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|---------------------------------------------------------------------------|-------------------|
| NAME OF SUBMITTER: | Barth X. deRosa |
| Signature: | /Barth X. deRosa/ |
| Date: | 08/24/2006 |
| Total Attachments: 1 source=142 00101 A1 Executed Assignment#page1.tif | |

ASSIGNMENT

WHEREAS, Enduro, Inc. (Assignor), a corporation organized under the laws of Delaware, domiciled and doing business at 2801 West 47th Street, Chicago, Illinois 60632, is the present title owner of the four (4) U.S. trademark registrations listed in the attached Schedule A;

AND WHEREAS, Beverage Research Center, Inc. (Assignee), a corporation organized under the laws of Georgia, domiciled and doing business at P.O. Box 9132, Columbus, Georgia 31908, is desirous of acquiring all of the rights, title, and interest in and to the aforementioned U.S. trademark registrations.

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor assigns to Assignee, its successors and assigns, all rights, title, and interest in and to the trademark registrations listed in the attached Schedule A, which are being assigned to the Assignee, a successor to the portion of the Assignor's business to which the aforementioned registrations pertain, which business is ongoing and existing, together with that part of the goodwill of the Assignor's business in connection with the use of and symbolized by the trademark registrations listed in the attached Schedule A.

IN WITNESS WHEREOF, the Assignor has hereunder executed this instrument this ___

5th day of JULY, 2006.

ENDURO, INC.

By: 

Title: V.P. + GENERAL MGR.