

**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>
Iceland Springs Holdings		08/21/2006	CORPORATION: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Iceland Spring a Islandi ehf		
<b>Street Address:</b>	Grjothalsi 7-11		
<b>City:</b>	Reykjavik		
<b>State/Country:</b>	ICELAND		
<b>Postal Code:</b>	110		
<b>Entity Type:</b>	CORPORATION: ICELAND		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2305115	THORSPRING	
Registration Number:	2597701	BEYOND EXPECTATION	
Registration Number:	2633631	ICELAND SPRING NATURAL ICELANDIC SPRINGWATER	
Registration Number:	2754741	ICELAND SPRING	
Registration Number:	2822044	ICELAND SPRING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(208)345-8370		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2083451122		
<b>Email:</b>	julie@dykaslaw.com		
<b>Correspondent Name:</b>	Stephen M. Nipper		
<b>Address Line 1:</b>	PO Box 877		
<b>Address Line 4:</b>	Boise, IDAHO 83701-0877		
<b>ATTORNEY DOCKET NUMBER:</b>	ISSP600		

OP \$140.00 2305115

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	Stephen M. Nipper
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Signature:	/Stephen M. Nipper/
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Date:	08/29/2006
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ASSIGNMENT OF TRADEMARKS

WHEREAS, Iceland Springs Holdings, a Corporation of the Channel Islands, with it's principal place of business located at Lord Coutanche House, 66-68 Esplanade, St. Helier Jersey JE4 5PS, Channel Islands, has adopted and used marks which are registered in the United States Patent and Trademark Office as follows:

<u>Registration No.</u>	<u>Issued</u>	<u>Mark</u>
2305115	01/04/2000	THORSPRING
2597701	07/23/2002	BEYOND EXPECTATION
2633631	10/08/2002	ICELAND SPRING NATURAL ICELANDIC SPRINGWATER
2754741	08/26/2003	ICELAND SPRING
2822044	03/16/2004	ICELAND SPRING

WHEREAS, Iceland Spring a Islandi ehf., with its principal place of business located at Grjothalsi 7-11, 110 Reykjavik, Iceland, is desirous of acquiring said marks and the registrations therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Iceland Springs Holdings, did and hereby does assign to Iceland Spring a Islandi ehf., all right, title and interest in and to the said marks, together with the good will of the business symbolized by the marks and the above-identified registrations.

by:

Disabatt Þrastmann Jón

Title: MANAGING DIRECTOR

Date: 21 August 2006