

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
SIG Beverages North America, Inc.		08/14/2006	CORPORATION:

**RECEIVING PARTY DATA**

Name:	Sidel, Inc.
Street Address:	5600 Sun Court
City:	Norcross
State/Country:	GEORGIA
Postal Code:	30092
Entity Type:	CORPORATION:

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Registration Number:	0385698	CARBO-COOLER
Registration Number:	0912915	CARBO-TROL
Registration Number:	1158850	DE-OX SYSTEM
Registration Number:	1280500	MOJONNIER
Registration Number:	0916231	MEYER
Registration Number:	2278987	STARBLEND 2000

**CORRESPONDENCE DATA**

Fax Number: (404)881-7777  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 404-881-7000  
 Email: barbara.yates@alston.com  
 Correspondent Name: Russell P. Beets, Esq.  
 Address Line 1: 1201 W. Peachtree Street  
 Address Line 2: c/o Alston & Bird LLP  
 Address Line 4: Atlanta, GEORGIA 30309-3424

OP \$165.00 0385698

ATTORNEY DOCKET NUMBER:	048961/304189
NAME OF SUBMITTER:	Russell P. Beets
Signature:	/Russell P. Beets/
Date:	09/06/2006
Total Attachments: 3 source=Trademark Assignment in favor of SIDEL#page1.tif source=Trademark Assignment in favor of SIDEL#page2.tif source=Trademark Assignment in favor of SIDEL#page3.tif	

## TRADEMARK ASSIGNMENT

WHEREAS, SIG Beverages North America, Inc., with address at 808 Stewart Avenue, Suite 200, Plano, TX 75074, USA ("Assignor"), has in connection with Assignor's goods and services adopted, used or had bona fide intent to use, and is the owner of the trademarks and service marks listed on **Schedule A** attached hereto and made a part hereof (the "Marks"), and now desires to assign, transfer and convey all right, title and interest in and to the Marks and the goodwill associated therewith; and

WHEREAS, Assignor has entered into that certain Purchase Agreement (the "Agreement") dated as of August 26, 2005, by and between Sidel, Inc., with address at 5600 Sun Court, Norcross, GA 30092, USA (referred to herein as "Assignee"), and Assignor; and

WHEREAS, in connection with the consummation of the transaction described in the Agreement, Assignee desires to acquire all right, title and interest in and to the Marks.

NOW, THEREFORE, in consideration of the promises, covenants, warranties, and agreements in the Agreement and this Trademark Assignment, and other good and valuable consideration, the receipt and sufficiency of which the parties acknowledge, Assignor does hereby assign, transfer and convey unto Assignee, its successors, assigns, and legal representatives, all right, title and interest in and to the Marks, including all registrations and applications for registration thereof, together with the goodwill of the business symbolized by the Marks, and including any and all claims, causes of action or rights to sue for any relief and recover all damages for past or future infringement or dilution thereof, including all rights as opponents in any opposition or cancellation proceeding throughout the world. Assignor further agrees to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers or documents necessary to perfect such right, title, and interest in Assignee, its successors, assigns, and legal representatives.

(signature page follows)

IN WITNESS HEREOF, Assignor has caused this Trademark Assignment to be executed by a duly authorized corporate officer to be effective as of August 14, 2006.

ASSIGNOR- SIG Beverages North America, Inc.

By: *Peter Andrich*

Name: Peter Andrich

Title: V.P. Sales / Acting managing Director

State of <sup>NS</sup>~~Texas~~

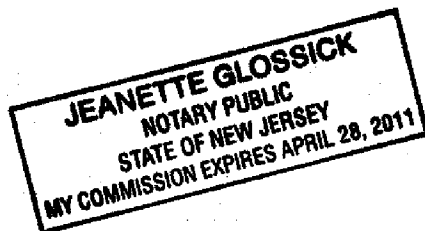
County of Somerset

On this 14 day of August, 2006, before me, a Notary Public in and for the State and County aforesaid, personally appeared Peter Andrich known by me to be the person of the above name and an officer of SIG Beverages North America, Inc., duly authorized to execute this Trademark Assignment on behalf of SIG Beverages North America, Inc., who signed and executed the foregoing instrument on behalf of SIG Beverages North America, Inc.

*Jeanette Glossick*  
Notary Public

My Commission Expires: \_\_\_\_\_

[SEAL]



**SCHEDULE A**

**TRADEMARKS**

<b>Trademark</b>	<b>US Trademark Registration No.</b>
CARBO-COOLER	U.S. Reg. No. 385,698
CARBO-TROL	U.S. Reg. No. 912,915
DE-OX SYSTEM	U.S. Reg. No. 1,158,850
MOJONNIER	U.S. Reg. No. 1,280,500
MEYER (CIRCLE/SQUARE DESIGN)	U.S. Reg. No. 916,231
STARBLEND 2000	U.S. Reg. No. 2,278,987