

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
The Monarch Beverage Company, Inc.		08/25/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Gluek Brewing Company		
Street Address:	219 Red River Avenue North, PO Box 476		
City:	Cold Spring		
State/Country:	MINNESOTA		
Postal Code:	56320		
Entity Type:	CORPORATION: COLORADO		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	78709053	CATALINA	
Serial Number:	76625121	I-SPORT	
Serial Number:	78902700	I-SPORT	
Serial Number:	78709089	SNAKE EYES	
CORRESPONDENCE DATA			
Fax Number:	(612)335-1657		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6123351425		
Email:	doris.yock@leonard.com		
Correspondent Name:	Doris E. Yock, Leonard, Street and Deina		
Address Line 1:	150 South Fifth Street, Suite 2300		
Address Line 4:	Minneapolis, MINNESOTA 55402		
NAME OF SUBMITTER:	Doris E. Yock, Leonard, Street and Deina		
Signature:	/Doris E Yock/		

OP \$115.00 78709053

Date:

09/14/2006

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS is made and entered into as of this 25 day of August, 2006, by and between The Monarch Beverage Company, Inc., a Delaware corporation having its principal place of business located at 3424 Peachtree Road, Suite 1450, Atlanta, GA 30326 ("Assignor"), and Gluek Brewing Company, a Colorado corporation having its principal place of business located at 219 Red River Avenue North, PO Box 476, Cold Spring, MN 56320 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks set forth in the attached Schedule A registered in the United States Patent and Trademark Office, or for which applications for registration have been filed with the United States Patent and Trademark Office, or for which use has been made in commerce (collectively, the "Trademarks"); **WHEREAS**, Assignor and Assignee have entered into a separate Asset Purchase Agreement dated August 25, 2006 wherein Assignee has acquired that portion of Assignor's business conducted under the Trademarks or to which the Trademarks pertain;

ACCORDINGLY, for good and valuable consideration as set forth in the parties' separate Asset Purchase Agreement pertaining to the acquisition of the business, which consideration is in excess of \$10.00, the receipt and adequacy of which are hereby acknowledged, and intending to be legally bound, Assignor does hereby sell, assign and transfer unto Assignee all right, title, and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, the trademark applications filed with the United States Patent and Trademark Office, and any resulting registrations, as well as any and all claims, demands, causes of action, rights to sue or other rights occasioned from or because of any and all past infringement of such Trademarks and the right to collect damages therefor. Pursuant to 15 U.S.C. § 1060, this assignment of the assets described above constitutes the assignment of the portion of Assignor's business to which the Trademarks pertain. Assignor further agrees that upon request, it shall execute any and all documents necessary to vest all rights, title and interest in and to the Trademarks.

This Assignment is binding on Assignor, its successors and assigns, and will inure to the benefit of the Assignee, its successors and assigns. Nothing in this instrument, express or implied, is intended or shall be construed to confer upon, or give to, any person, corporation or entity other than Assignee, its successors and assigns, any remedy or claim under or by reason of this instrument, or any terms, covenants or conditions hereof, and all the terms, covenants and conditions in this instrument shall be for the sole and exclusive benefit of Assignee and its successors and assigns.

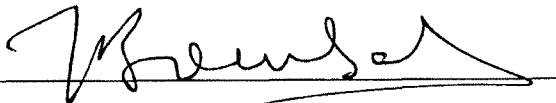
IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed on the date set forth below.

THE MONARCH BEVERAGE COMPANY, INC.

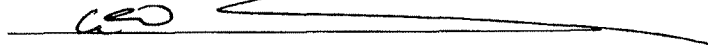
Date:

August 25, 2006

By:



Its:



ASSIGNMENT OF TRADEMARKS

Schedule A

<u>Mark</u>	<u>U.S. Serial Number</u>	<u>Date Filed</u>
CATALINA	78709053	September 8, 2005
I-SPORT	76625121	December 20, 2004
I-SPORT	78902700	June 7, 2006
MONARCH CUSTOM BEVERAGES		
S F SNAKE EYES		
SNAKE EYES	78709089	September 8, 2005