

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
Kara Keenan		09/18/2006	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Hint, Incorporated		
Street Address:	2430 Scott Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94115		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78506793	HINT KIDS	
Serial Number:	78506784	HINT	
CORRESPONDENCE DATA			
Fax Number:	(310)820-5988		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-207-3800		
Email:	amie_park@bstz.com		
Correspondent Name:	Lori Stockton Kozak		
Address Line 1:	12400 Wilshire Boulevard		
Address Line 2:	Seventh Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90025		
ATTORNEY DOCKET NUMBER:	7265.T002		
NAME OF SUBMITTER:	Lori Stockton Kozak		
Signature:	/Lori Stockton Kozak/		

CH \$65.00 78506793

Date:

09/21/2006

Total Attachments: 1

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Assignment of Trademark

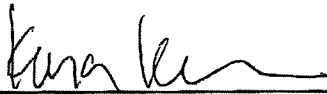
WHEREAS, Kara Keenan, an individual with an address of 2430 Scott Street, San Francisco, California 94115 (hereinafter "Assignor"), is the record title owner of the marks HINT and HINT KIDS for "drinking water, bottled water, flavored waters, fruit flavored drinking water," as set forth in U.S. Application Serial Nos. 78/506784 and 78/506793; and

WHEREAS, Hint, Incorporated, a California corporation with a principal address of 2430 Scott Street, San Francisco, California 94115 (hereinafter "Assignee"), is desirous of acquiring said marks and the above-referenced applications for federal registration thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the said marks, together with the entire good will of the business symbolized by the marks, the above identified applications for federal registration thereof, including the right to sue for past infringements.

KARA KEENAN

Date: 9.18.06

By: 
Kara Keenan