

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
Fiji Water Company LLC		10/19/2006	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Paramount International Export, Ltd.
Street Address:	11444 W. Olympic Blvd., 10th Floor
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90064
Entity Type:	company limited by shares: CAYMAN ISLANDS

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Serial Number:	78712685	
Serial Number:	78712679	
Serial Number:	78712373	
Serial Number:	78712372	
Serial Number:	78712270	FIJI
Serial Number:	78712329	FIJI
Serial Number:	78779325	SIGNATURE SLEEVE
Serial Number:	78869910	LIL FIJI
Serial Number:	78869905	LIL' FIJI
Serial Number:	78762941	FIJI
Serial Number:	78758737	THE NATURE OF WATER
Serial Number:	78718517	FIJI
Serial Number:	78712299	FIJI

CH \$340.00 78712685

CORRESPONDENCE DATA

Fax Number: (310)203-0567

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 310-203-8080

Email: clofgren@jmbm.com

Correspondent Name: Christine L. Lofgren, Esq.

Address Line 1: 1900 Avenue of the Stars, 7th Floor

Address Line 2: Jeffer, Mangels, Butler & Marmaro LLP

Address Line 4: Los Angeles, CALIFORNIA 90067

ATTORNEY DOCKET NUMBER:	66339-0001
NAME OF SUBMITTER:	Attorney for Applicant
Signature:	/christine l lofgren/
Date:	10/20/2006

Total Attachments: 3
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ASSIGNMENT OF TRADEMARKS/SERVICE MARKS

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which hereby are acknowledged, Fiji Water Company LLC, a Delaware limited liability company, having its principal office at 11444 W. Olympic Boulevard, 10th Floor, Los Angeles, California 90064-1557 ("Assignor") hereby assigns and transfers to Paramount International Export, Ltd. a Cayman Islands company limited by shares, having its principal office at 11444 W. Olympic Boulevard, 10th Floor, Los Angeles, California 90064-1557 ("Assignee"):

A. All right, title and interest held by Assignor in and to the business names, trade names, trademarks and/or service marks, and the applications and/or registrations therefor, listed in Exhibit "A" attached hereto and incorporated herein by this reference (hereinafter collectively referred to as the "Marks");

B. The goodwill of the business connected with the use of and symbolized by the Marks; and

C. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present or future infringement of said Marks or injury to said goodwill, together with the right to sue or recover the same in Assignee's name.

IN WITNESS WHEREOF, the undersigned have hereunto set their hands as of

October 19, 2006.

FIJI WATER COMPANY LLC,
a Delaware limited liability company

PARAMOUNT INTERNATIONAL
EXPORT, LTD.
a Cayman Islands company limited by shares

By: Craig Cooper
Name: Craig B. Cooper
Title: Sr. Vice President

By: Craig Cooper
Name: Craig B. Cooper
Title: Secretary

EXHIBIT "A"

<u>Mark</u>	<u>U.S. App. No.</u>	<u>App. Filing Date</u>
DESIGN	78/712,685	September 14, 2005
DESIGN	78/712,679	September 14, 2005
DESIGN	78/712,373	September 13, 2005
DESIGN	78/712,372	September 13, 2005
FIJI	78/712,270	September 13, 2005
FIJI	78/712,329	September 13, 2005
SIGNATURE SLEEVE	78/779,325	December 22, 2005
LIL FIJI	78/869,910	April 26, 2006
LIL' FIJI	78/869,905	April 26, 2006
FIJI	78/762,941	November 29, 2005
THE NATURE OF WATER	78/758,737	November 21, 2005
FIJI	78/718,517	September 22, 2005
FIJI	78/712,299	September 13, 2005

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of Los Angeles

} ss.

On October 19, 2006, before me,

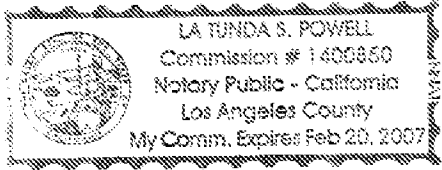
LaTunda S. Powell, Notary Public,
Name and Title of Officer (e.g., "Jane Doe, Notary Public")

personally appeared

Craig B. Cooper
Name(s) of Signer(s)

personally known to me

proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.

Place Notary Seal Above

LaTunda S. Powell
Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: _____

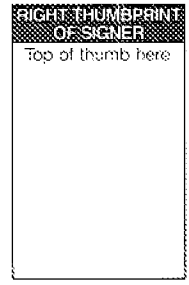
Document Date: _____ Number of Pages: _____

Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: _____

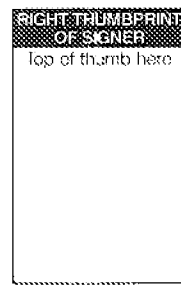
- Individual
- Corporate Officer --- Title(s): _____
- Partner --- Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____



Signer is Representing: _____

Signer's Name: _____

- Individual
- Corporate Officer --- Title(s): _____
- Partner --- Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____



Signer is Representing: _____