

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

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|-----------------------|--|
| SUBMISSION TYPE:      | NEW ASSIGNMENT                               |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |
| EFFECTIVE DATE:       | 11/16/2006                                   |

**CONVEYING PARTY DATA**

| Name               | Formerly | Execution Date | Entity Type                         |
|--------------------|----------|----------------|-------------------------------------|
| Fuze Beverage, LLC |          | 11/16/2006     | LIMITED LIABILITY COMPANY: DELAWARE |

**RECEIVING PARTY DATA**

|                 |                                     |
|-----------------|-------------------------------------|
| Name:           | Waterology, LLC                     |
| Street Address: | 12 Old Quarry Road                  |
| City:           | Englewood                           |
| State/Country:  | NEW JERSEY                          |
| Postal Code:    | 07631                               |
| Entity Type:    | LIMITED LIABILITY COMPANY: DELAWARE |

**PROPERTY NUMBERS Total: 1**

| Property Type  | Number   | Word Mark  |
|----------------|----------|------------|
| Serial Number: | 78764039 | WATEROLOGY |

**CORRESPONDENCE DATA**

Fax Number: (703)243-6410  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 703-243-6333  
 Email: docketing@mwzb.com  
 Correspondent Name: Jeffrey R. Cohen  
 Address Line 1: 2200 Clarendon Blvd  
 Address Line 2: Suite 1400  
 Address Line 4: Arlington, VIRGINIA 22201

|                         |                  |
|-------------------------|------------------|
| ATTORNEY DOCKET NUMBER: | FUZE-0080-T      |
| NAME OF SUBMITTER:      | Jeffrey R. Cohen |

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Signature:

/jrc/

Date:

11/16/2006

Total Attachments: 1

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**TRADEMARK ASSIGNMENT**

**WHEREAS, Fuze Beverage, LLC**, a limited liability company organized under the laws of the state of Delaware with a business address of 140 Sylvan Ave, 3<sup>rd</sup> Fl., Englewood Cliffs, NJ 07632 ("Assignor"), has adopted and is the owner of the following trademark (the "Mark") for which Assignor owns the following identified federal trademark application on the Principal Register of the United States Patent and Trademark Office for drinking water and flavored waters in International Class 32, identified therein:

Trademark

Application No.

**WATEROLOGY**

**78/764039**

and;

**WHEREAS, Waterology, LLC**, a limited liability company organized under the laws of the state of Delaware with a business address of 12 Old Quarry Road, Englewood, N.J. 07631 ("Assignee"), desires to acquire the Mark and all the good will associated with the mark;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title and interest in and to the Mark and the federal trademark application therefor, together with the goodwill of the business symbolized by the Mark.

By: Fuze Beverage, LLC

Officer Name:

Joe M. Ditzgen

Officer Title:

CFO

Dated effective as of Nov. 16, 2006.

TOTAL P.02