

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Fuze Beverage, LLC		11/16/2006	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Creative Concoctions, LLC		
<b>Street Address:</b>	12 Old Quarry Rd		
<b>City:</b>	Englewood		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07631		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78793376	KONG XXXL	
<b>Serial Number:</b>	78603119	TEXAS ICED TEA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(703)243-6410		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	703 -243-6333		
<b>Email:</b>	cohen@mwzb.com		
<b>Correspondent Name:</b>	Jeffrey R. Cohen		
<b>Address Line 1:</b>	2200 Clarendon Blvd.		
<b>Address Line 2:</b>	Suite 1400		
<b>Address Line 4:</b>	Arlington, VIRGINIA 22201		
<b>ATTORNEY DOCKET NUMBER:</b>	FUZE		
<b>NAME OF SUBMITTER:</b>	Jeff Cohen		
<b>Signature:</b>	/jrc/		

CH \$65.00 78793376

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 trademarks (the "Mark") for which Assignor owns the following identified federal trademark applications on the Principal Register of the United States Patent and Trademark Office identified therein:


<u>Trademark</u>	<u>Application No.</u>
<b>KONGXXXL</b>	<b>78793376</b>
<b>TEXAS ICED TEA</b>	<b>78603119</b>

and;

**WHEREAS, Creative Concoctions, LLC** a limited liability company organized under the laws of the state of Delaware ("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:   
Officer Title: CFO

Dated effective as of Nov. 16, 2006.