

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
Robert J. Corr		01/08/2007	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Rush Beverage Company		
Street Address:	P.O. Box 207		
City:	Blue Island		
State/Country:	ILLINOIS		
Postal Code:	60406		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3187940	RUSH COLA	
CORRESPONDENCE DATA			
Fax Number:	(312)701-6801		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312 701-6895		
Email:	grice@fvldlaw.com		
Correspondent Name:	Glenn A. Rice		
Address Line 1:	55 W. Monroe		
Address Line 2:	Suite 2300		
Address Line 4:	Chicago, ILLINOIS 60603		
ATTORNEY DOCKET NUMBER:	0382500 011		
NAME OF SUBMITTER:	Glenn Rice		
Signature:	/glenn rice/		
Date:	01/08/2007		

OP \$40.00 3187940

Total Attachments: 1
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ASSIGNMENT OF REGISTERED TRADEMARK

This **ASSIGNMENT OF REGISTERED TRADEMARK** (the "Assignment") is made by **ROBERT J. CORR**, an individual residing in Chicago, Illinois ("Assignor"), to **RUSH BEVERAGE COMPANY**, a corporation organized and existing under the laws of Illinois ("Assignee").

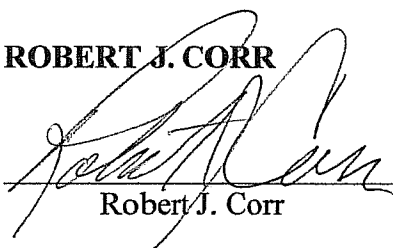
WHEREAS, Assignor is the owner of that certain mark which is registered in the United States Patent and Trademark Office, Registration No. 3,187,940 for the trademark **RUSH COLA[®]**, issued December 19, 2006 (the "Assigned Mark"); and

WHEREAS, Assignee desires to acquire all of Assignor's rights, title and interest in and to the Assigned Mark and the registrations thereof;

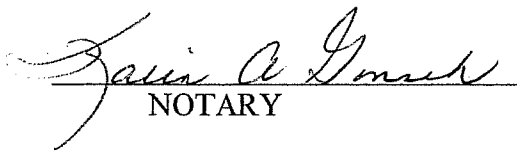
NOW, THEREFORE, for and in consideration of the sum of Ten and No/100 Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, transfer, convey, assign and deliver to Assignee all rights, title and interest in and to the Assigned Mark, together with the goodwill of the business connected with the use thereof and symbolized thereby and the above-identified registration thereof, including the right to seek or obtain any recovery, whether monetary, injunctive or otherwise, from any person or entity for past, present or future infringement or other violation of any of the rights under the Assigned Mark, the same to be held and employed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment not been made.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed as of this 8th day of January, 2007.

ROBERT J. CORR


Robert J. Corr

SUBSCRIBED AND SWORN BEFORE
ME THIS 8 DAY OF January, 2007.


NOTARY

