

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		01/11/2007	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: 3			
Property Type	Number	Word Mark	
Serial Number:	78779325	SIGNATURE SLEEVE	
Serial Number:	78869910	LIL FIJI	
Serial Number:	78869905	LIL' FIJI	
CORRESPONDENCE DATA			
Fax Number:	(310)203-0567		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
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 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	66339-0001		
NAME OF SUBMITTER:	Christine L. Lofgren		

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TRADEMARK
REEL: 003460 FRAME: 0080

Signature:	/christine l lofgren/
Date:	01/12/2007
Total Attachments: 2 source=663390001assign#page1.tif source=663390001assign#page2.tif	

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, as part of the transfer of all business to which the Marks pertain, and including all associated artwork, labels, and package designs and other assets that uniquely reflect the goodwill of the business of Assignor and are 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

January 11, 2007.

FIJI WATER COMPANY LLC,
a Delaware limited liability company

By: 
Name: John Cochran
Title: President

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


By: 
Name: John Cochran
Title: Vice President

EXHIBIT "A"

<u>Mark</u>	<u>U.S. App. No.</u>	<u>App. Filing Date</u>
SIGNATURE SLEEVE	78/779,325	December 22, 2005
LIL FIJI	78/869,910	April 26, 2006
LIL' FIJI	78/869,905	April 26, 2006