

**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>
Cole Water Company, LLC		09/18/2006	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Idea Sphere, Inc.		
<b>Street Address:</b>	3133 Orchard Vista Drive		
<b>City:</b>	Grand Rapids		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	49546		
<b>Entity Type:</b>	CORPORATION: MICHIGAN		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2917610	ALMOST MILK	
Registration Number:	2928045	CALCIUM INITIATIVE	
Registration Number:	2936527	CALCIUM IS COOL	
Registration Number:	2936517	COST BENEFIT NUTRITION	
Registration Number:	2936519	TEAM CALCIUM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(616)336-7000		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	616-336-6000		
<b>Email:</b>	trademarks@varnumlaw.com		
<b>Correspondent Name:</b>	Timothy E. Eagle		
<b>Address Line 1:</b>	333 Bridge Street, P.O. Box 352		
<b>Address Line 4:</b>	Grand Rapids, MICHIGAN 49501		
<b>ATTORNEY DOCKET NUMBER:</b>	IDEA SPHERE		

CH \$140.00 2917610

NAME OF SUBMITTER:	Timothy E. Eagle
Signature:	/Timothy E. Eagle/
Date:	03/07/2007
Total Attachments: 1 source=Idea Sphere Assignment (7 trademarks)#page1.tif	

**TRADEMARK ASSIGNMENT**

WHEREAS, Cole Water Company, LLC, a Delaware limited liability company, ("Assignor") is the owner of the trademarks, trademark applications, and trademark registrations identified in the tables below (collectively, the "Marks");

Mark	Filing Date	Serial No.
NATIONAL CALCIUM INITIATIVE	March 9, 2004	78/381,173
DRINK POSITIVE	August 27, 2004	78/475,081

Mark	Registration Date	Registration No.
ALMOST MILK	January 11, 2005	2,917,610
CALCIUM INITIATIVE	February 22, 2005	2,928,045
CALCIUM IS COOL	March 29, 2005	2,936,527
COST BENEFIT NUTRITION	March 29, 2005	2,936,517
TEAM CALCIUM	March 29, 2005	2,936,519

WHEREAS, pursuant to an Asset Purchase Agreement dated September 18, 2006, effective (the "Purchase Agreement"), Idea Sphere Inc., a Michigan corporation, ("Assignee"), will be purchasing the assets of Assignor including, without limitation, the Marks; and

WHEREAS, in accordance with the Purchase Agreement, Assignor wishes to assign to Assignee all rights in the Marks, together with all related common law rights and the goodwill of the business symbolized by the Marks, to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells and assigns to Assignee, its successors and assigns, Assignor's entire right, title and interest, whether statutory or at common law, in and to the Marks, together with the goodwill of the business symbolized by the Marks, in the United States of America and, if any, throughout the world. Assignor further assigns to Assignee, its successors and assigns, the entire right, title, and interest in and to all claims for damages by reason of past infringement of the Marks, together with the right to sue for, collect, and retain the proceeds relating to any such infringement, and in and to all legal equivalents of the Marks in foreign countries to the extent any such rights exist in foreign countries.

COLE WATER COMPANY, LLC

By: \_\_\_\_\_

  
John J. Spencer  
Chief Executive Officer

September 18, 2006

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