

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
Cole Water Company, LLC		09/18/2006	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Idea Sphere, Inc.		
Street Address:	3133 Orchard Vista Drive		
City:	Grand Rapids		
State/Country:	MICHIGAN		
Postal Code:	49546		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78475081	DRINK POSITIVE	
CORRESPONDENCE DATA			
Fax Number:	(616)336-7000		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	616-336-6000		
Email:	trademarks@varnumlaw.com		
Correspondent Name:	Timothy E. Eagle		
Address Line 1:	333 Bridge Street, P.O. Box 352		
Address Line 4:	Grand Rapids, MICHIGAN 49501		
ATTORNEY DOCKET NUMBER:	IDEA SPHERE T598US		
NAME OF SUBMITTER:	Timothy E. Eagle		
Signature:	/Timothy E. Eagle/		
Date:	05/15/2007		

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Total Attachments: 1
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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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