

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
SD IP Holdings Company		08/03/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	The Elations Company
Street Address:	4747 Lake Forest Drive
City:	Blue Ash
State/Country:	OHIO
Postal Code:	45242
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Serial Number:	78008201	ELATIONS
Serial Number:	78044510	ELATIONS
Serial Number:	75980315	ELATIONS
Serial Number:	75915429	ELATIONS
Serial Number:	78017442	
Serial Number:	78039221	JOY FOR JOINTS
Serial Number:	78039115	JOY FOR JOINTS.
Serial Number:	78061122	JOYFUL JOINTS
Serial Number:	76622313	ELATIONS
Serial Number:	76630053	ELATIONS
Serial Number:	76637768	ELATIONS
Serial Number:	76978609	ELATIONS

CORRESPONDENCE DATA

CH \$315.00 78008201

Fax Number: (312)984-7700
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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Correspondent Name: Patrick Richards, McDermott Will & Emery
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ATTORNEY DOCKET NUMBER:	71883-010
NAME OF SUBMITTER:	Patrick D. Richards
Signature:	/Patrick D. Richards/
Date:	09/13/2007

Total Attachments: 3
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TRADEMARK ASSIGNMENT

WHEREAS pursuant to the terms and conditions of the ASSET PURCHASE AGREEMENT (the "Agreement"), dated as of the date hereof, as amended, among Sunny Delight Beverages Co., a Florida corporation ("Sunny D"), SD IP Holdings Company, a Delaware corporation ("Seller"), and The Elations Company, a Delaware corporation ("Elations"), Seller is assigning on this 3rd day of August, 2007, all of Seller's right, title and interest in and to the trademarks, tradenames and service marks, and all applications and registrations therefor, listed on the attached Schedule A (collectively "Trademarks");

All capitalized words and terms used herein and not defined herein shall have the respective meanings ascribed to them in the Agreement.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for and in consideration of the amounts set forth in the Agreement, and other valuable and legally sufficient consideration, the receipt and legal sufficiency of which is hereby acknowledged, Seller has sold, assigned and transferred, and by these presents does sell, assign and transfer to Elations, the entire right, title and interest, including the goodwill of the business appurtenant thereto, in the Trademarks, including all claims for damages by reason of infringement of the same.

AND, Seller hereby requests the Director of the United States Patent and Trademark Office (the "Director"), as well as his or her foreign counterparts in the foreign jurisdictions which exercise authority over any of the Trademarks to record this Trademark Assignment. Seller hereby further requests the Director and his or her foreign counterparts to issue any and all registrations resulting from applications among the Trademarks to Elations as assignee of the entire interest.

This Trademark Assignment shall be binding upon and shall inure to the benefit of the respective successors and assigns of the Seller and Elations. This Trademark Assignment shall not confer any rights or remedies upon any person other than the parties hereto, and their respective successors and assigns.

IN TESTIMONY WHEREOF, Sellers have caused this Assignment to be executed by its duly authorized representative on August 3, 2007.

SD IP Holdings Company:

By: Timothy S. Vollbrecht
Name: Timothy S. Vollbrecht
Title: TREASURER

CERTIFICATE OF ACKNOWLEDGEMENT

I, Jennifer Phelps, a Notary Public in and for State of Ohio do hereby certify that Timothy S. Vollbrecht personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that they signed, sealed and delivered the said instrument as a free act and deed on behalf of the identified corporation, SD IP, with authority to do so.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this 3 day of August, 2007.

Jennifer L. Phelps
Notary Public
Commission Expires: 09/26/2010

(SEAL)

The Elations Company:

By: W.B. Cyr
Name: W.B. Cyr
Title: Pres + CEO

CERTIFICATE OF ACKNOWLEDGEMENT

I, Jennifer Phelps, a Notary Public in and for State of Ohio do hereby certify that William Cyr personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that they signed, sealed and delivered the said instrument as a free act and deed on behalf of the identified corporation, Elations, with authority to do so.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this 3 day of August, 2007.

Jennifer L. Phelps
Notary Public
Commission Expires: 09/26/2010

(SEAL)

SCHEDULE A: ELATIONS TRADEMARKS

Country	Trademark	Class	Appl'n No	Appl'n Date	Reg'n No	Reg'n Date	Status
CTM	ELATIONS	5, 29, 30, 32	2015279	22-Dec-00	2015279	20-Jun-02	R
Canada	ELATIONS (Stretching Woman Device 00)	5, 29	1069328	2-Aug-00			A
Canada	ELATIONSHIPS	5, 29, 32	1071049	15-Aug-00			A
Canada	GROWTH PLUS	32	1049060	3-Mar-00			A
Canada	JOY FOR JOINTS (& Stretching Characters Device 00)	5, 32	1086058	14-Dec-00			A
Canada	JOY FOR JOINTS (ELATIONS 00)	5, 32	1086059	14-Dec-00			A
Canada	JOYFUL JOINTS (ELATIONS 01)	5, 32	1101646	30-Apr-01			A
Germany	ELATIONS	3, 29, 30, 32	30047549, 7/05	26-Jun-00	30047549	12-Dec-00	R
Japan	ELATIONS	5, 32	2000/63403	08-Jun-00	4513301	12-Oct-01	
U.S.A.	ELATIONS	5	78/008201	15-May-00	2, 626, 568	24-Sep-02	R
U.S.A.	ELATIONS	32	78/044510	23-Jan-01			A
U.S.A.	ELATIONS	5	75/980315	2-Feb-00			A
U.S.A.	ELATIONS	5, 29, 32	75/915429	2-Feb-00			A
U.S.A.	ELATIONS (Stretching Woman Device 00)	5, 29, 30, 32	78/017442	19-Jul-00			A
U.S.A.	JOY FOR JOINTS (& Stretching Characters Device 00)	5, 32	78/039221	14-Dec-00			A
U.S.A.	JOY FOR JOINTS (ELATIONS 00)	5, 32	78/039115	13-Dec-00	2, 667, 298	24-Dec-03	R
U.S.A.	JOYFUL JOINTS (ELATIONS 01)	5, 32	78/061122	30-Apr-01			A
U.S.A.	ELATIONS	32	76/622, 313				
U.S.A.	ELATIONS	29	76/630, 053				
U.S.A.	ELATIONS	30	76/637, 768				
U.S.A.	ELATIONS	5, 29	76/978, 609				

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