

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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
Beverage Partners Worldwide (North America)		10/08/2007	PARTNERSHIP: DELAWARE

RECEIVING PARTY DATA	
Name:	Societe des Produits Nestle, S.A.
Street Address:	Case Postale 353
City:	1800 Vevey
State/Country:	SWITZERLAND
Entity Type:	CORPORATION: SWITZERLAND

PROPERTY NUMBERS Total: 8		
Property Type	Number	Word Mark
Serial Number:	78962785	ENVIGA
Serial Number:	78962802	ENVIGA
Serial Number:	77001299	ENVIGA
Serial Number:	78960607	
Serial Number:	78960616	
Serial Number:	77001494	
Serial Number:	77001482	
Serial Number:	78466913	LUMAÉ

CORRESPONDENCE DATA	
Fax Number:	(818)637-3311
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	818-549-6726
Email:	robert.sanders@us.nestle.com
Correspondent Name:	Nestle USA, Inc.
Address Line 1:	800 N. Brand Blvd., 14th Floor

OP \$215.00 78962785

Address Line 4: Glendale, CALIFORNIA 91203

DOMESTIC REPRESENTATIVE

Name: Nestle USA, Inc.
Address Line 1: 800 N. Brand Blvd., 14th Floor
Address Line 4: Glendale, CALIFORNIA 91203

NAME OF SUBMITTER:	Robert Sanders
Signature:	/Bob Sanders/
Date:	11/02/2007

Total Attachments: 3
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Trademark Assignment

WHEREAS, Beverage Partners Worldwide (North America), a Delaware partnership comprised of The Coca-Cola Company, a Delaware corporation, Nestlé Prepared Foods Company, a Pennsylvania corporation, and Nestle USA, Inc., a Delaware corporation, with an address at Beverage Partners Worldwide (North America), Drawer 1734 c/o The Coca-Cola Company, Atlanta, Georgia 30301 (hereinafter "Assignor"); and

WHEREAS, Société des Produits Nestlé S.A., a Switzerland corporation having a place of business at Case Postale 353, 1800 Vevey, Switzerland ("Assignee"); and

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks, trademark registrations and trademark applications listed in the attached Schedule A, as well as all of the goodwill of the business symbolized thereby and associated therewith (the "Trademarks"); and

WHEREAS, Assignor is willing to transfer such right, title and interest in and to the Trademarks to Assignee; and

WHEREAS, Assignee is successor to the existing and ongoing business of Assignor to which the Trademarks pertain;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers unto Assignee all right, title and interest in and to the Trademarks, together with the portion of the business appurtenant to and symbolized by the Trademarks and including, without limitation, the goodwill of the existing and ongoing business of Assignor to which the Trademarks pertain, all common law rights in and to the Trademarks and the right to sue and recover for, and the right to profits or damages due or accrued or arising out of

or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Trademarks, to be held and enjoyed by Assignee, its successors and assigns to the same extent that would have been held and enjoyed by Assignor had such assignment not been made.

Assignor covenants and agrees to execute and deliver such other documents as Assignee may reasonably request for the purposes of transferring, recording or otherwise effectuating or perfecting the transfer and assignment confirmed herein and as originally contemplated herein.

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment effective as of the 8th day of October, 2007.

BEVERAGE PARTNERS WORLDWIDE (NORTH AMERICA)



Name: Vincent Pinneri
Title: Zone President, the Americas,
The Coca-Cola Company, a General Partner of Beverage
Partners Worldwide (North America)

SOCIÉTÉ DES PRODUITS NESTLÉ S.A.



Name: **Jean-Pierre Maeder**
Title: **Authorised Signatory**

SCHEDULE

Country Name	TM Status	Trademark Name	App./Reg. Number
U.S.A	Application	ENVIGA & Flame device in black and white	78962785
U.S.A	Application	ENVIGA & Flame device in green, orange and white for green tea	78962802
U.S.A	Application	ENVIGA & Flame device in yellow, gold and white	77001299
U.S.A	Application	"Flame"(ENVIGA)	78960607
U.S.A	Application	"Flame, green"(col) (ENVIGA)	78960616
U.S.A	Application	"Flame, orange"(col) (ENVIGA)	77001494
U.S.A	Application	"Flame, yellow"(col) (ENVIGA)	77001482
U.S.A	Application	LUMAÉ	78466913