

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Assignor's name previously recorded on Reel 003528 Frame 0144. Assignor(s) hereby confirms the assignment of the entire interest and the goodwill.

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BRPP, LLC		01/24/2007	LIMITED LIABILITY COMPANY: NORTH CAROLINA

RECEIVING PARTY DATA

Name:	Milk Media, Inc.
Street Address:	9 Desbrosses Street
Internal Address:	#512
City:	New York
State/Country:	NEW YORK
Postal Code:	10013
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Serial Number:	78906846	MILK ROCKS!
Serial Number:	77005008	JUICE ROCKS!

CORRESPONDENCE DATA

Fax Number: (212)468-4888
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: jwildes@dglaw.com, vmartell@dglaw.com
 Correspondent Name: Joy Wildes
 Address Line 1: 1740 Broadway
 Address Line 2: Davis & Gilbert LLP
 Address Line 4: New York, NEW YORK 10019

NAME OF SUBMITTER:	Joy Wildes
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Signature:

/joy wildes/

Date:

12/11/2007

Total Attachments: 6

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ASSIGNMENT

WHEREAS, BRPP, LLC a limited liability company of the State of North Carolina (hereinafter "Assignor"), is the owner of the marks listed below which are the subject of applications for registration in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
MILK ROCKS!	78/906846	June 13, 2006
JUICE ROCKS!	77/005008	September 22, 2006

WHEREAS, Milk Media, Inc., a corporation of the State of New York (hereinafter "Assignee"), 9 Desbrosses Street, #512, New York, NY 10013, is desirous of acquiring said marks and said registrations thereof.

THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks, and the registrations thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said marks or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed to be effective as of the 24th day of January, 2007.

BRPP, LLC

Milk Media, Inc.

By: 

By: 



Name: Ricardo Alvarez

Name: Richard Long

Title: Manager of BRPP, LLC on behalf of Blue Ridge Paper Products Inc

Title: President

TO: PETER WELCH COMPANY: 1740 BROADWAY

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04/24/2007
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Blue Ridge Paper Products Inc.		01/24/2007	LIMITED LIABILITY COMPANY: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Milk Media, Inc.		
Street Address:	9 Desbrosses Street		
Internal Address:	#512		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78906846	MILK ROCKS!	
Serial Number:	77005008	JUICE ROCKS!	
CORRESPONDENCE DATA			
Fax Number:	(212)468-4888		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	pwelch@dglaw.com, vmartell@dglaw.com		
Correspondent Name:	Peter Welch		
Address Line 1:	1740 Broadway		
Address Line 2:	Davis & Gilbert LLP		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	6475-10-4		
NAME OF SUBMITTER:	Peter Welch		

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TRADEMARK
 REEL: 003676 FRAME: 0220

TO: PETER WELCH COMPANY: 1740 BROADWAY

Signature:	/peter welch/
Date:	04/24/2007
Total Attachments: 3 source=mmedia#page1.tif source=mmedia#page2.tif source=mmedia#page3.tif	