

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
Parle Bisleri Limited		12/06/2007	CORPORATION: INDIA
RECEIVING PARTY DATA			
Name:	Bisleri International Pvt. Ltd.		
Street Address:	Western Express Highway		
Internal Address:	Andheri (East)		
City:	Mumbai		
State/Country:	INDIA		
Postal Code:	400 099		
Entity Type:	Private Limited Company: INDIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2772027	BISLERI	
CORRESPONDENCE DATA			
Fax Number:	(212)382-0888		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-382-0700		
Email:	roneill@ostrolenk.com		
Correspondent Name:	Peter S. Sloane		
Address Line 1:	1180 Avenue of the Americas		
Address Line 2:	7th Floor		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	T/5165-5 V6165		
DOMESTIC REPRESENTATIVE			
Name:	Peter S. Sloane		
Address Line 1:	1180 Avenue of the Americas		

OP \$40.00 2772027

Address Line 2: 7th Floor
Address Line 4: New York, NEW YORK 10036

NAME OF SUBMITTER:	Peter S. Sloane
Signature:	/peter s sloane/
Date:	12/13/2007
Total Attachments: 1 source=BISLERI ASSIGNMENT#page1.tif	



Bisleri

PARLE BISLERI LTD.

DEED OF ASSIGNMENT

WHEREAS, Parle Bisleri Limited, a corporation of India with an address at Western Express Highway, Andheri (East) Mumbai 400 099, India ("Assignor"), is the owner of the following trademark registration on the Principal Register in the United States:

<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>DATE OF REG.</u>
BISLERI	2,772,027	October 7, 2003

WHEREAS, Bisleri International Pvt. Ltd., a private limited company of India with an address at Western Express Highway, Andheri (East) Mumbai 400 099, India ("Assignee"), is desirous of acquiring said trademark registration and all associated goodwill in said trademark; and

WHEREAS, to the best of Assignor's knowledge no cancellation actions against the registration are pending and no other party makes a valid claim of ownership to this trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said trademark and the above-named registration, together with the goodwill of the business symbolized by said trademark, and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of said trademark.

For Parle Bisleri Ltd.



Ramesh Chauhan
Chairman

Date : 06/12/2007

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Regd. Office: Western Express Highway, Andheri (E), Mumbai 400 099. Tel: +91 22 6695 3000 • Fax: +91 22 6695 3024/25

E-mail: mumbai@bisleri.co.in / parle@vsnl.com • Visit us at: www.bisleri.com

TRADEMARK

RECORDED: 12/13/2007

REEL: 003677 FRAME: 0726