# 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

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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

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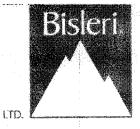
Name: Peter S. Sloane

Address Line 1: 1180 Avenue of the Americas

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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					

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PARLE BISLERI

## 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>	REG. NO.	<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.

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Ramesh Chauhan Chairman

Date: 06/12/2007

(00887710.1)

RECORDED: 12/13/2007

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