

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
The Monarch Beverage Company, Inc.		07/09/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	All Sport, Inc.		
Street Address:	720 Jewell Drive		
City:	Waco		
State/Country:	TEXAS		
Postal Code:	76712		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1747887	ALL SPORT	
Registration Number:	2081378	ALL SPORT	
Registration Number:	2083775	ALL SPORT BODY QUENCHER	
Registration Number:	2978019	ALL SPORT PLUS	
CORRESPONDENCE DATA			
Fax Number:	(646)728-2841		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212.596.9000		
Email:	tmfilings@fishneave.com		
Correspondent Name:	Nicole D. D'Amato		
Address Line 1:	Ropes & Gray LLP		
Address Line 2:	1211 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036-8704		
ATTORNEY DOCKET NUMBER:	105527-0006		

CH \$115.00 1747887

NAME OF SUBMITTER:	Nicole D. D'Amato
Signature:	/Nicole D. D'Amato/
Date:	12/14/2007

Total Attachments: 12

- source=ALLSPORTassignment#page1.tif
- source=ALLSPORTassignment#page2.tif
- source=ALLSPORTassignment#page3.tif
- source=ALLSPORTassignment#page4.tif
- source=ALLSPORTassignment#page5.tif
- source=ALLSPORTassignment#page6.tif
- source=ALLSPORTassignment#page7.tif
- source=ALLSPORTassignment#page8.tif
- source=ALLSPORTassignment#page9.tif
- source=ALLSPORTassignment#page10.tif
- source=ALLSPORTassignment#page11.tif
- source=ALLSPORTassignment#page12.tif

TRADEMARK ASSIGNMENT

WHEREAS, MONARCH BEVERAGE COMPANY, INC., d/b/a THE MONARCH COMPANY, a Delaware corporation, located at The Monarch Tower, 3424 Peachtree Road, NE, Suite 1450, Atlanta, Georgia 30326 ("Assignor") is the owner of the trademarks listed on the attached Schedule A ("Trademarks"), including the registrations and applications covering said Trademarks as set forth therein.

WHEREAS, ALL SPORT, INC., a Delaware corporation, with registered office located at 2711 Centerville Road, Suite 400, Wilmington, County of New Castle, Delaware 19808 ("Assignee") is desirous of acquiring said Trademarks.

NOW THEREFORE, for good and valuable consideration to which the parties have specifically agreed, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby irrevocably assign unto Assignee all of Assignor's right, title and interest in and to said Trademarks, together with the goodwill of the business as symbolized thereby, including without limitation all of Assignor's rights under any claim concerning the Trademarks which arose at any time prior and up to the date of this assignment, the same to be held and enjoyed by Assignee for its own benefit and use and for the benefit and use of its successors and assigns forever. Assignor agrees to cooperate with Assignee, without further consideration, in executing and furnishing such documents as are necessary to effectuate such transfer, including the attached Deed of Assignment for filing with the United States Patent and Trademark Office, which Assignor will execute concurrently with this Agreement.

The respective Commissioners of Patents and/or Trademarks or other authorities responsible for trademarks in the respective jurisdictions in which Trademarks covered by pending applications are located are requested to issue any Certificates of Registration therefor to Assignee.

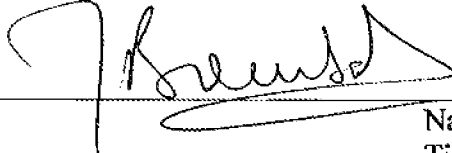
IN WITNESS WHEREOF, the parties have executed this Agreement on the 9th
day of July, 2007.

COMPANY, INC.,

THE MONARCH BEVERAGE

d/b/a THE MONARCH COMPANY

By:



Name: J. BOMBAC.

Title: CEO

ALL SPORT, INC.

By: _____

Name:

Title:

IN WITNESS WHEREOF, the parties have executed this Agreement on the 9th
day of July, 2007.

COMPANY, INC.,

THE MONARCH BEVERAGE

d/b/a THE MONARCH COMPANY

By: _____

Name:

Title:

ALL SPORT, INC.

By: *Gary P. Smith*

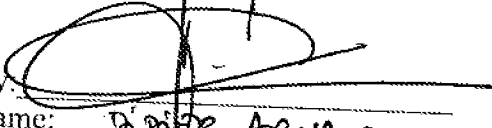
Name: *GARY P. SMITH*

Title: *CEO*

DEED OF ASSIGNMENT

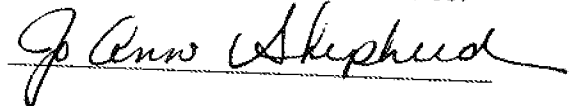
TO ALL IT MAY CONCERN, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, The Monarch Beverage Company, Inc., d/b/a The Monarch Company, a Delaware corporation located at The Monarch Tower, 3424 Peachtree Road, NE, Suite 1450, Atlanta, Georgia 30326 ("Monarch"), hereby sells, assigns and transfers to All Sport, Inc., with registered office located at 2711 Centerville Road, Suite 400, Wilmington, County of New Castle, Delaware 19808 ("All Sport"), its successors and assigns, the entire right, title and interest in and to the trademarks listed in attached Schedule A-1, including the registrations and applications covering said trademarks as set forth therein, together with the goodwill of the business associated with the said trademarks, including without limitation all of Monarch's rights under any claim concerning the said trademarks which arose at any time prior and up to the date of this assignment, the same to be held and enjoyed by All Sport for its own benefit and use and for the benefit and use of its successors and assigns forever.

THE MONARCH BEVERAGE
COMPANY, INC., d/b/a THE
MONARCH COMPANY

By: 
Name: DIDIER ARNAUD
Title: CFO

GEORGIA)
FULTON COUNTY))SS:

DIDIER ARNAUD
CFO, being duly sworn, deposes and says that he/she is of The Monarch Beverage Company, Inc., d/b/a The Monarch Company, and that he/she has executed the assignment for and on behalf of The Monarch Beverage Company, Inc., d/b/a The Monarch Company, being duly authorized to do so.



Subscribed and sworn to before me this 5th day of July, 2007

EXHIBIT A
TRADEMARK REGISTRATIONS AND
PENDING APPLICATIONS

ALL SPORT TRADEMARK REGISTRATIONS
AND PENDING APPLICATIONS

Country	Ser. No./ Filing Date	Reg. No./ Reg. Date	Mark	Owner (see footnote) Status
African Union (OAPI)	3-2006-00285 2/17/2006	53455 8/31/2006	ALL SPORT	TMBCCEL Renewal due: 2/17/2016
Argentina	1871853 3/1/1993	1567868 7/6/1995	ALL SPORT	TMBC Renewal due: 7/6/2015
	2602936 7/7/2005	2118209 10/2/2006	ALL SPORT BODY QUENCHER & Design	TMBC Renewal due: 10/2/2016
	2536352 8/20/2004	2076669 3/31/2006	ALL SPORT PLUS	TMBC Renewal due: 3/31/2016
Aruba	93/081717 8/17/1993	16372 10/15/1993	ALL SPORT	TMBC Renewal due: 8/17/2013
Australia	A560694 7/31/1991	560694 3/28/1994	ALL SPORT	TMBC Renewal due: 7/31/2008
Bangladesh	95505 11/27/2005		ALL SPORT	TMBCCEL Renewal due: 11/27/2012
Bermuda	25257 8/30/1993	25257 9/22/1994	ALL SPORT	TMBC Renewal due: 8/30/2014
Bolivia	SM2473 7/12/2005	105215C 8/31/2006	ALL SPORT BODY QUENCHER	TMBC Renewal due: 8/31/2016
	SM2603 8/20/2004	101447C 11/22/2005	ALL SPORT PLUS	TMBC Renewal due: 11/22/2015
	SM2472 7/12/2005	1066227C 11/1/2006	ALL SPORT ZERO	TMBC Renewal due: 11/1/2016
Brazil	817414290 8/2/1993		ALL SPORT	Pepsico, Inc.
	825240603 2/18/2003		ALL SPORT	Monarch Beverages do Brasil
	824442318 4/12/2002	82442318 2/27/2007	ALL SPORT BODY QUENCHER & Design	Monarch Beverages do Brasil Renewal due: 2/27/2017
	824415396 3/11/2002		ALL SPORT THIRST QUENCHER & Design	Pepsico, Inc.
Brunei	30958 11/25/1999	27397 1/10/2002	ALL SPORT	TMBC Renewal due: 11/25/2016
Canada	685639 7/10/1991	TMA466404 11/26/1996	ALL SPORT	TMBC Renewal due: 11/26/2011

Owner: TMBCCEL (The Monarch Beverage Company (Europe) Limited); TMBC (The Monarch Beverage Company, Inc.)

DC16059961

Exhibit 13.9
**ALL SPORT TRADEMARK REGISTRATIONS
 AND PENDING APPLICATIONS**

	826403 10/18/1996	TMA481812 8/28/1997	ALL SPORT & Design	TMBC Renewal due: 8/28/2012
Canada (cont'd.)	1003421 1/28/1999	TMA527563 5/10/2000	ALL SPORT BLACK & Design	TMBC Renewal due: 5/10/2015
	768043 11/8/1994	TMA465068 10/25/1996	ALL SPORT BODY QUENCHER	TMBC Renewal due: 10/25/2011
	826402 10/18/1996	TMA482518 9/12/1997	ALL SPORT BODY QUENCHER & Design	TMBC Renewal due: 9/12/2012
	773373 1/19/1995	TMA466707 11/29/1996	ALL SPORT ETANCHE-SOIF	TMBC Renewal due: 11/29/2011
	833457 1/13/1997	TMA500406 9/10/1998	ALL SPORT RAGING RASPBERRY	TMBC Renewal due: 9/10/2013
	701820 3/25/1992	TMA466652 11/29/1996	ALL SPORT THIRST QUENCHER & Design	TMBC Renewal due: 11/29/2011
Chile	695249 7/12/2005	745614 1/10/06	ALL SPORT BODY QUENCHER	TMBC Renewal due: 1/10/2016
	247803 1/29/1993	745636 1/10/2006	ALL SPORT THIRST QUENCHER & Design	TMBC Renewal due: 1/10/2016
	695250 7/12/2005	768631 10/2/2006	ALL SPORT ZERO	TMBC Renewal due: 10/2/2016
China (Peoples Republic)	5184429 3/1/2006		ALL SPORT	TMBC Renewal due: 10/2/2016
Colombia	93/395708 3/1/1993	171882 1/18/1995	ALL SPORT	TMBC Renewal due: 1/18/2015
Costa Rica	N/A 7/30/1993	94042 12/4/1995	ALL SPORT	TMBC Renewal due: 12/4/2015
Cuba	64293 11/2/1993	120541 11/2/2003	ALL SPORT	TMBC Renewal due: 11/2/2013
Cyprus, Republic of	42157 2/27/1995	42157 2/27/1995	ALL SPORT	TMBC Renewal due: 2/28/2016
Dominica	7695 5/5/1995	7695 9/24/1996	ALL SPORT	TMBC Renewal due: 5/5/2009
Dominican Republic	25601 8/4/1993	59462 10/15/1993	ALL SPORT	Pepsico, Inc. Renewal due: 10/15/2013
Ecuador	4071493 7/30/1993	288994 8/29/1994	ALL SPORT	TMBC Renewal due: 8/29/2014
France	94/545045 11/17/1994	94/545045 11/17/1994	ALL SPORT	TMBC Renewal due: 11/17/2014

Owner: TMBC (The Monarch Beverage Company (Europe) Limited); TMBC (The Monarch Beverage Company, Inc.)

DC:6059961

Exhibit 13.9
**ALL SPORT TRADEMARK REGISTRATIONS
 AND PENDING APPLICATIONS**

	93/486702 10/7/1993	93/486702 10/7/1993	ALL SPORT THIRST QUENCHER & Design	TMBC Renewal due: 10/7/2013
Greece	122082 12/16/1994	122082 10/17/1997	ALL SPORT	TMBC Renewal due: 12/16/2014
	122083 12/16/1994	122083 10/17/1997	ALL SPORT THIRST QUENCHER & Design	TMBC Renewal due: 12/16/2014
Guatemala	583899 3/14/1994	78103/437167 6/11/1996	ALL SPORT	Pepsico, Inc. Renewal due: 6/11/2016
	N/A 6/10/2003	131666 8/26/2004	ALL SPORT BODY QUENCHER & Design	TMBC Renewal due: 8/26/2014
Hong Kong	902794 8/8/1994	B12162/97 8/8/1994	ALL SPORT	TMBC Renewal due: 8/8/2015
	902894 8/8/1994	B1721/00 8/8/1994	ALL SPORT THIRST QUENCHER & Design	TMBC Renewal due: 8/8/2015
Hungary	M94/03928 11/2/1994	144042 11/2/1994	ALL SPORT	TMBC Renewal due: 11/2/2014
	M94/03929 11/2/1994	144041 11/2/1994	ALL SPORT THIRST QUENCHER & Design	TMBC Renewal due: 11/2/2014
India	637379 8/18/1994	637379 8/18/1994	ALL SPORT	Pepsico, Inc. Renewal due: 8/18/2011
	637380 8/18/1994	637380 8/18/1994	ALL SPORT THIRST QUENCHER & Design	Pepsico, Inc. Renewal due: 8/18/2014
Indonesia	N/A 9/8/1994	IDM000045694 12/19/1995	ALL SPORT	TMBC Renewal due: 9/8/2014
	N/A 9/8/1994	IDM000045695 8/31/1995	ALL SPORT THIRST QUENCHER & Design	TMBC Renewal due: 9/8/2014
Ireland	2005/1814 9/1/2005	232553 9/1/2005	ALL SPORT	TMBC Renewal due: 9/1/2015
	N/A 9/1/1994	94478 10/7/1997	ALL SPORT	TMBC Renewal due: 9/1/2015
Israel	N/A 9/1/1994	94479 7/2/1997	ALL SPORT THIRST QUENCHER & Design	TMBC Renewal due: 9/1/2015
	RM94C004847 11/8/1994	690431 10/16/1996	ALL SPORT	TMBC Renewal due: 9/1/2015
Jamaica	32951 8/17/1993	36242 8/17/1993	ALL SPORT	Pepsico, Inc. Renewal due: 11/8/2014
	675618	3370195	ALL SPORT THIRST QUENCHER & Design	Pepsico, Inc. Renewal due: 8/17/2014

Owner: TMBCCEL (The Monarch Beverage Company (Europe) Limited); TMBC (The Monarch Beverage Company, inc.)

Exhibit 13.9
**ALL SPORT TRADEMARK REGISTRATIONS
 AND PENDING APPLICATIONS**

	7/26/1994	9/11/1998			Renewal due: 9/11/2008
Jordan	38316 9/21/1994	5847 9/21/1994	ALL SPORT	Pepsico, Inc. Renewal due: 9/21/2011	
	38317 9/21/1994	5848 9/21/1994	ALL SPORT THIRST QUENCHER & Design	Pepsico, Inc. Renewal due: 9/21/2011	
Kenya	Newly filed No details		ALL SPORT	TMBC	
Kuwait	30537 3/26/1995	28755 3/26/1995	ALL SPORT	TMBC	
	30538 3/26/1995	28756 3/26/1995	ALL SPORT THIRST QUENCHER & Design	Renewal due: 3/25/2015 TMBC	
Malaysia	91/05196 9/11/1991	91/05196 9/11/1991	ALL SPORT	TMBC	
	91/05536 9/11/1991	91/05536 10/13/2005	ALL SPORT THIRST QUENCHER & Design	Renewal due: 8/29/2008 TMBC	
Mexico	119416 8/2/1991	403162 12/27/1991	ALL SPORT	Renewal due: 9/11/2008 TMBC	
	119468 8/5/1991	408663 3/23/1992	ALL SPORT THIRST QUENCHER & Design	Renewal due: 8/2/2011 TMBC	
New Zealand	240046 8/16/1994	B240046 8/16/1994	ALL SPORT	Renewal due: 8/5/2011 Pepsico, Inc.	
	240047 8/16/1994	B240047 8/16/1994	ALL SPORT THIRST QUENCHER & Design	Renewal due: 8/16/2015 Pepsico, Inc.	
Nicaragua	212301 8/20/1991	B212301 8/20/1991	ALL SPORT THIRST QUENCHER & Design	Renewal due: 8/16/2015 Pepsico, Inc.	
	93/02529 10/26/1993	29086CC 8/17/1995	ALL SPORT	Renewal due: 8/20/2012 Pepsico, Inc.	
Pakistan	199148 7/28/2004		ALL SPORT	Renewal due: 8/16/2015 TMBC	
Panama	68441 11/9/1993	68441 6/22/1995	ALL SPORT	Renewal due: 7/28/2011 TMBC	
	7850 4/12/1996	27428 7/15/1996	ALL SPORT	Renewal due: 6/22/2015 Pepsico, Inc.	
Philippines	4-1994-96186 11/3/1994		ALL SPORT THIRST QUENCHER & Design	Renewal due: 7/15/2016 TMBC	

Owner: TMBC (The Monarch Beverage Company (Europe) Limited); TMBC (The Monarch Beverage Company, Inc.)

Exhibit 13.9
**ALL SPORT TRADEMARK REGISTRATIONS
 AND PENDING APPLICATIONS**

Poland	Z140990	131649	ALL SPORT	TMBC	Renewal due: 12/6/2014
	12/6/1994	12/6/1994	ALL SPORT THIRST QUENCHER & Design	TMBC	Renewal due: 12/6/2014
Romania	M2005/07498	70594	ALL SPORT THIRST QUENCHER & Design	TMBC	Renewal due: 7/5/2015
	7/5/2005	7/5/2005	ALL SPORT	TMBC	Renewal due: 7/12/2014
Singapore	T04/11316E	T04/11316E	ALL SPORT	TMBC	Renewal due: 10/18/2013
	7/12/2004	4/26/2005	ALL SPORT	TMBC	Renewal due: 8/2/2011
Suriname	10/13/1993	13789	ALL SPORT	TMBC	Renewal due: 7/16/2015
	10/18/1993	10/18/1993	ALL SPORT THIRST QUENCHER & Design	TMBC	Renewal due: 7/16/2015
Switzerland	5240/1991	392499	ALL SPORT	TMBC	Renewal due: 10/7/2011
	8/2/1991	8/2/1991	ALL SPORT	TMBC	Renewal due: 10/7/2011
Taiwan	85050433	681727	ALL SPORT	TMBC	Renewal due: 10/7/2011
	8/1/1994	7/16/1995	ALL SPORT THIRST QUENCHER & Design	TMBC	Renewal due: 7/16/2015
Thailand	83050434	681780	ALL SPORT	TMBC	Renewal due: 7/16/2015
	8/1/1994	7/16/1995	ALL SPORT	TMBC	Renewal due: 10/7/2011
United Kingdom	465417	149190	ALL SPORT	TMBC	Renewal due: 10/7/2011
	10/8/1991	10/8/1991	ALL SPORT	TMBC	Renewal due: 10/7/2011
United Kingdom	465418	149189	ALL SPORT	TMBC	Renewal due: 10/7/2011
	10/8/1991	10/8/1991	ALL SPORT	TMBC	Renewal due: 10/7/2011
United States	2062632	2062632	ALL SPORT	TMBC	Renewal due: 3/2/2016
	3/21/1996	9/12/1997	ALL SPORT BODY QUENCHER & Design	TMBC	Renewal due: 3/2/2016
United States	2070306	2070306	ALL SPORT	TMBC	Renewal due: 9/13/2010
	5/2/1996	9/12/1997	ALL SPORT	TMBC	Renewal due: 1/19/2013
United States	1547503	1547503	ALL SPORT	TMBC	Renewal due: 7/29/2017
	9/13/1993	2/2/1996	ALL SPORT	TMBC	Renewal due: 7/22/2017
Uruguay	74/118261	174787	ALL SPORT	TMBC	Renewal due: 7/26/2015
	11/19/1990	1/19/1993	ALL SPORT	TMBC	Renewal due: 7/16/2013
Uruguay	75/135092	2083775	ALL SPORT	TMBC	Renewal due: 7/26/2015
	7/15/1996	7/29/1997	ALL SPORT	TMBC	Renewal due: 7/16/2013
Uruguay	75/134256	2081378	ALL SPORT	TMBC	Renewal due: 7/26/2015
	7/15/1996	7/22/1997	ALL SPORT	TMBC	Renewal due: 7/16/2013
Uruguay	76/582634	2978019	ALL SPORT	TMBC	Renewal due: 7/26/2015
	3/24/2004	7/26/2005	ALL SPORT	TMBC	Renewal due: 7/16/2013
Uruguay	N/A	348814	ALL SPORT	TMBC	Renewal due: 7/16/2013
	1/26/1993	1/26/1993	ALL SPORT	TMBC	Renewal due: 7/16/2013

Owner: TMBCCEL (The Monarch Beverage Company (Europe) Limited), TMBC (The Monarch Beverage Company, Inc.)

Exhibit 13.9
**ALL SPORT TRADEMARK REGISTRATIONS
 AND PENDING APPLICATIONS**

Venezuela	N/A	F164303	ALL SPORT	TMBC
	9/4/1991	8/19/1994		Renewal due: 8/19/2014
	N/A	F164302	ALL SPORT THIRST QUENCHER & Design	TMBC
	9/4/1991	8/19/1994		Renewal due: 8/19/2014
Virgin Islands (British)	N/A	1766	ALL SPORT	Pepsico, Inc.
	3/21/1996	4/20/2000		Renewal due: 4/20/2014

Owner: TMBCCEL (The Monarch Beverage Company (Europe) Limited); TMBC (The Monarch Beverage Company, Inc.)

DC605996\1

Exhibit 13.9

LIST OF ACTIVE TRADEMARKS, APPLICATIONS AND REGISTRATIONS