

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
West Loop Beverage, Inc.		06/02/2008	CORPORATION: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Kum & Go, L.C.		
<b>Street Address:</b>	6400 Westown Parkway		
<b>City:</b>	West Des Moines		
<b>State/Country:</b>	IOWA		
<b>Postal Code:</b>	50266		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: IOWA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77172334	NUTRI20	
<b>Registration Number:</b>	3417148	NUTRI20	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(515)457-0131		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(515) 457-6130		
<b>Email:</b>	cwc@kumandgo.com		
<b>Correspondent Name:</b>	Charles Campbell		
<b>Address Line 1:</b>	6400 Westown Parkway		
<b>Address Line 4:</b>	West Des Moines, IOWA 50266		
<b>NAME OF SUBMITTER:</b>	Charles Campbell		
<b>Signature:</b>	/Charles Campbell/		
<b>Date:</b>	06/06/2008		

Total Attachments: 2

**900108336**

**TRADEMARK  
 REEL: 003791 FRAME: 0134**

**OP \$65.00 77172334**



### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**

West Loop Beverage, Inc.

- Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation- State: Illinois  
 Other \_\_\_\_\_

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance /Execution Date(s) :**

Execution Date(s) \_\_\_\_\_

- Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes

No

Name: Kum + Go, L.C.

Internal Address: Attn: Charles W. Campbell

Street Address: 6400 Westown Parkway

City: West Des Moines

State: Iowa

Country: U.S.A. Zip: 50266

- Association      Citizenship \_\_\_\_\_  
 General Partnership      Citizenship \_\_\_\_\_  
 Limited Partnership      Citizenship \_\_\_\_\_  
 Corporation      Citizenship \_\_\_\_\_

Other L.C.      Citizenship U.S.A. (Iowa)

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s) \_\_\_\_\_

B. Trademark Registration No.(s)

3417148

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

Nutri 20

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Kum + Go, L.C.

Internal Address: Attn: Charles W. Campbell

Street Address: 6400 Westown Parkway

City: West Des Moines

State: Iowa Zip: 50266

Phone Number: (515) 457-6130

Fax Number: (515) 457-0131

Email Address: CWC@kumandgo.com

**6. Total number of applications and registrations involved:** 1

**7. Total fee** (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card  
 Authorized to be charged to deposit account  
 Enclosed

**8. Payment Information:**

a. Credit Card      Last 4 Numbers 0571  
Expiration Date 09/2009

b. Deposit Account Number \_\_\_\_\_  
Authorized User Name \_\_\_\_\_

**9. Signature:** \_\_\_\_\_

Signature

6-6-08

Date

Charles W. Campbell

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK ASSIGNMENT

RECITALS

A. West Loop Beverage, Inc., an Illinois corporation, of 168 N. Clinton, Sixth Floor, Chicago, Illinois, has adopted and is using the mark "Nutri2O", which it has registered in the United States Patent and Trademark Office, Serial No. 77,172,334, Registration No. 3417148.

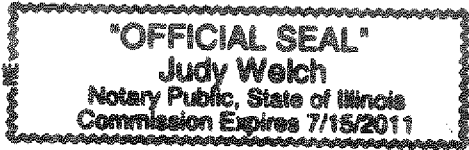
B. Kum & Go, L.C., an Iowa limited liability company, of 6400 Westown Parkway, West Des Moines, Iowa, desires to acquire such mark.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, West Loop Beverage, Inc. assigns to Kum & Go, L.C., all of its right, title, and interest in and to such mark, together with the goodwill of the business symbolized by such mark and the registration of such mark.

The Commissioner of Patents and Trademarks is requested to issue the certificate of registration to such assignee.

Dated: ~~May~~ \_\_\_\_\_, 2008

*June 2*



WEST LOOP BEVERAGE, INC.

By: \_\_\_\_\_

*[Signature]*  
Leo Novosel

Its: President

STATE OF ILLINOIS, COUNTY OF *Cook*

This instrument was acknowledged before me on ~~May~~ *June 2*, 2008, by Leo Novosel as President of West Loop Beverage, Inc., an Illinois Corporation.

\_\_\_\_\_  
*[Signature]*  
Notary Public