

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
COSTCO WHOLESALE CORPORATION		07/29/2008	CORPORATION: WASHINGTON
RECEIVING PARTY DATA			
Name:	RED BULL GMBH		
Street Address:	Am Brunnen 1		
City:	Fuschl am See		
State/Country:	AUSTRIA		
Postal Code:	A-5330		
Entity Type:	LIMITED LIABILITY COMPANY: AUSTRIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1821591	SIMPLY SODA	
CORRESPONDENCE DATA			
Fax Number:	(408)864-2044		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	408-266-4700		
Email:	MRG@TechMark.com		
Correspondent Name:	TechMark a Law Corporation		
Address Line 1:	4820 Harwood Road, 2nd Floor		
Address Line 2:	Attn: Martin R. Greenstein		
Address Line 4:	San Jose, CALIFORNIA 95124-5273		
ATTORNEY DOCKET NUMBER:	SIMPLYSODA 1821591 ASSIGN		
DOMESTIC REPRESENTATIVE			
Name:	TechMark a Law Corporation		
Address Line 1:	4820 Harwood Road, 2nd Floor		

OP \$40.00 1821591

Address Line 2: Attn: Martin R. Greenstein
Address Line 4: San Jose, CALIFORNIA 95124-5273

NAME OF SUBMITTER:	Martin R. Greenstein
Signature:	/Martin R Greenstein/
Date:	08/06/2008

Total Attachments: 1
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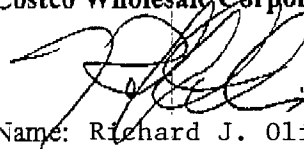
WHEREAS, Costco Wholesale Corporation, a Washington corporation, of 999 Lake Drive, Issaquah, WA 98027 ("Assignor") is the actual, equitable, legal and record owner, free and clear of all liens, claims or rights of others, of all right, title and interest in and to the trademarks **SIMPLY** and **SIMPLY SODA**, and U.S. Reg. No. 1,821,591 for registration of the trademark **SIMPLY SODA** on the Principal Register of the U.S. Patent and Trademark Office, issued February 15, 1994 and renewed January 8, 2004 (Collectively, the "Trademark"); and

WHEREAS, Assignor has used the Trademark within the past three years and has not abandoned the Trademark and now desires to assign all right, title and interest in and to said Trademark, including U.S. Reg. No. 1,821,591, to Assignee as set forth below; and

WHEREAS, RED BULL GMBH, an Austrian limited liability company, of Am Brunnen 1, A-5330 Fuschl am See, Austria ("Assignee"), desires to acquire the entire right, title and interest in and to the Trademark and U.S. Reg. No. 1,821,591, and all common law and other rights in the marks **SIMPLY** and **SIMPLY SODA** (and any other variations thereof which have been used by Assignor) attendant thereto (to the exclusion of all others, including Assignor), and has agreed to and does hereby pay to Assignee the amount of Ten Dollars (\$10.00) and other good and valuable consideration therefor;

NOW, THEREFORE, for good and valuable consideration as described above, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Trademark and to U.S. Reg. No. 1,821,591, together with the goodwill of Assignor associated with the use of and symbolized by the Trademark, and any and all causes of action or other rights to file and prosecute administrative or legal actions, past, present and future, to establish or enforce any of such intellectual property rights, including the right to collect damages for infringement. Assignor further agrees that it retains no rights in the Trademark (except for certain sell-off rights as to existing inventory as defined in the Agreement between Assignor and Assignee), or in any Trademark which is or could be confusingly similar thereto, the intent and purpose of this Assignment being to fully convey and transfer all such rights to Assignee for soft drinks and for all goods and services associated with or related thereto, free and clear of all liens, claims or rights of others, for the quiet and peaceful enjoyment thereof by Assignee, without interference or objection by others.

Costco Wholesale Corporation



Name: Richard J. Olin

Title: Vice President/Assistant Secretary

Dated: 29th Day of July, 2008
at Issaquah, WA

Subscribed and sworn to before
me on July 29, 2008

Heather J. Cimichowski
Notary Public
Residing at Shoreline, WA

