

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
Urban Energy Co., Inc.,		07/24/2008	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Brooklyn Bottling of Milton, New York, Inc.,		
Street Address:	1900 Linden Boulevard		
City:	Brooklyn		
State/Country:	NEW YORK		
Postal Code:	11207		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77315831	X RATED	
CORRESPONDENCE DATA			
Fax Number:	(212)645-5038		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 691 5630		
Email:	Thefirm@thefirm.com		
Correspondent Name:	Jacobson & Colfin, PC		
Address Line 1:	60 Madison Avenue		
Address Line 2:	Suite 1026		
Address Line 4:	New York, NEW YORK 10010		
ATTORNEY DOCKET NUMBER:	X- RATED		
NAME OF SUBMITTER:	Jeffrey E. Jacobson		
Signature:	/Jeffrey E. Jacobson/		
Date:	09/03/2008		

OP \$40.00 77315831


Total Attachments: 1
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ASSIGNMENT OF MARK – X RATED

Whereas Assignor, Urban Energy Co., Inc., a New York Corporation, located at 1900 Linden Boulevard, Brooklyn, New York 11207, has adopted, used and is using the mark **X RATED** whose registration has been applied for before the United States Patent and Trademark Office, SERIAL No. 77315831 filed on October 29, 2007; and

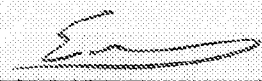
Whereas Assignee, Brooklyn Bottling of Milton, New York, a New York Corporation, located at 1900 Linden Boulevard, Brooklyn, New York 11207 is a corporation which produces the same products as Assignor; and is desirous of acquiring said mark, using it in interstate commerce, acquiring the pending application, and acquiring the subsequent registration of the mark thereof;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Urban Energy Co., Inc., (Assignor) does hereby assign unto the said Brooklyn Bottling of Milton, New York, Inc., (Assignee) all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified application for registration thereof.



Eric Miller
President
Urban Energy Co., Inc.

(L.S.)



Eric Miller
President
Brooklyn Bottling of Milton, New York, Inc.

(L.S.)

State of New York)

) ss.:

County of Kings

On this 29 day of July, 2008, before me appeared Mr. Eric Miller, President, Urban Energy, Co., Inc., the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified corporation.



Notary Public

EDDY R. SALDANA
Notary Public, State of New York
No. 01SA6123788
Qualified in Queens County
Commission Expires March 14, 2009

State of New York)

) ss.:

County of Kings)

On this 29 day of July, 2008, before me appeared Mr. Eric Miller, President of Brooklyn Bottling of Milton New York, Inc., the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the said corporation.



Notary Public

TMCLXRATEDASSIGN

EDDY R. SALDANA
Notary Public, State of New York
No. 01SA6123798
Qualified in Queens County
Commission Expires March 14, 2009