

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|--------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Brian Robert Rusden | | 10/22/2008 | INDIVIDUAL: |
| RECEIVING PARTY DATA | | | |
| Name: | Crystal Rock LLC | | |
| Street Address: | 1050 Buckingham Street | | |
| City: | Watertown | | |
| State/Country: | CONNECTICUT | | |
| Postal Code: | 06795 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 1839559 | COOL BEANS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (617)832-7000 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 617.832.1000 | | |
| Email: | ustrademark@foleyhoag.com | | |
| Correspondent Name: | Sam Hudson, Esq., Foley Hoag LLP | | |
| Address Line 1: | 155 Seaport Boulevard | | |
| Address Line 4: | Boston, MASSACHUSETTS 02210 | | |
| ATTORNEY DOCKET NUMBER: | 19801-3 | | |
| NAME OF SUBMITTER: | Linda Casey, Sr. Paralegal | | |
| Signature: | /Linda Casey/ | | |
| Date: | 12/09/2008 | | |

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Total Attachments: 1
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TRADEMARK ASSIGNMENT

This Assignment is made by Brian Robert Rusden, an individual with an address at 121 S. Juniper Street, Philadelphia, PA 19107 ("Assignor"), to Crystal Rock LLC, a Delaware limited liability company with offices at 1050 Buckingham Street, Watertown, CT 06795 ("Assignee").

WHEREAS, Assignor has adapted, used and registered the COOL BEANS mark;

WHEREAS, Assignor wishes to assign to Assignee, and Assignee wishes to acquire, the COOL BEANS mark; and

WHEREAS, Assignor and Assignee wishes to confirm and memorialize the assignment of the COOL BEANS mark for purposes of recording the assignment with the U.S. Patent and Trademark Office and perfecting the assignment;

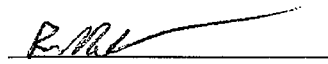
NOW, THEREFORE, in consideration of the foregoing and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Assignor hereby assigns to Assignee, effective as of October 22, 2008 all right, title and interest in and to the COOL BEANS mark, including the COOL BEANS U.S. registration no. 1839559 and all rights based on use of the mark in any and all styles, logos and formats, all goodwill associated therewith, all right to use the mark and the right to sue and recover for any past infringement thereof.

IN WITNESS WHEREOF, the authorized representative of each of the parties does hereby execute under seal and deliver this Trademark Assignment.


Brian Robert Rusden, Individual

Date: 10/16/08



Crystal Rock LLC

Date: 10-22-08

By: 
Name: PETER BACON
Title: CEO