

TRADEMARK ASSIGNMENT

Electronic 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 |
| RG Global Lifestyles, Inc. | | 12/18/2008 | CORPORATION: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | OC Energy Drink, Inc. | | |
| Street Address: | 2345 W. Foothill Blvd., Suite 7 | | |
| City: | Upland | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 91786 | | |
| Entity Type: | CORPORATION: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 78953853 | OC ENERGY | |
| Serial Number: | 77141847 | INSANE | |
| Serial Number: | 78957337 | KIK IT | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (949)265-9010 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 9493671541 | | |
| Email: | trademarks@rimermath.com | | |
| Correspondent Name: | Darren S. Rimer, Rimer & Mathewson LLP | | |
| Address Line 1: | 26440 La Alameda, Suite 370 | | |
| Address Line 4: | Mission Viejo, CALIFORNIA 92691 | | |
| NAME OF SUBMITTER: | Darren S. Rimer | | |
| Signature: | /Darren S. Rimer/ | | |
| Date: | 12/18/2008 | | |

OP \$90.00 78953853

Total Attachments: 1
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WHEREAS, RG Global Lifestyles, Inc., a California corporation, having a principal place of business at 30021 Tomas, Rancho Santa Margarita, California 92688 ("RG Global"), has filed a federal intent to use trademark application with the United States Patent and Trademark office on August 16, 2006, Application Serial No. 78/953,853 for the mark OC ENERGY for energy drinks; and

WHEREAS, RG Global has filed a federal intent to use trademark application with the United States Patent and Trademark office on March 27, 2007, Application Serial No. 77/141,847 for the mark INSANE for energy drinks; and

WHEREAS, RG Global has filed a federal intent to use trademark application with the United States Patent and Trademark office on August 22, 2006, Application Serial No. 78/957,337 for the mark KIK-IT for meal replacement drinks and coffee-flavored soft drinks; and

WHEREAS, OC Energy Drink, Inc., a California corporation, having a principal place of business at 2345 W. Foothill Blvd., Suite 7, Upland, California 91786 ("OC Energy"), is desirous of acquiring the above-identified trademark applications (the "Applications"), including any registrations therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said RG Global does hereby assign unto said OC Energy all right, title, and interest in and to said Marks and said Applications and any registrations resulting therefrom, together with the goodwill of the business symbolized by the Marks and Applications. This assignment is worldwide in scope. This is an assignment of all of RG Global's rights, and the accompanying portion of the business and goodwill symbolized by the Marks and Applications, which concerns energy drinks, meal replacement drinks, coffee-flavored soft drinks and beverages as a whole under such Marks.

IN TESTIMONY WHEREOF, RG Global hereunto sets its hand and signs this instrument effective as of the date set forth below.

RG Global Lifestyles, Inc.

Dated: 12-18-08

By:


