

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
High Energy Holdings LLC		02/27/2009	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Prohibition Beverage, Inc.
Street Address:	722 N. 2nd Street
Internal Address:	Suite 103
City:	Philadelphia
State/Country:	PENNSYLVANIA
Postal Code:	19123
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Serial Number:	77414608	ELEVATE YOUR COCKTAIL
Serial Number:	77414610	ELEVATE YOUR MARGARITA
Serial Number:	77414603	ELEVATE YOUR MARTINI
Serial Number:	77414617	ELEVATE YOUR MOJITO
Serial Number:	77415180	ELEVATE YOUR SPIRIT
Registration Number:	3260473	P.I.N.K.
Registration Number:	3260552	P.I.N.K.
Registration Number:	3260553	P.I.N.K.
Registration Number:	3412513	THE P.I.N.K. SPIRITS COMPANY
Serial Number:	77340372	THE SPIRIT THAT NEVER SLEEPS.
Registration Number:	3207575	THE WORLD'S PERFECT PARTY SPIRIT
Registration Number:	3202153	THE WORLD'S PERFECT PARTY SPIRIT
Registration Number:	3160948	VERSATILE · FASHIONABLE · EXTRAVAGANT

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Registration Number:	3202152	VERSATILE · FASHIONABLE · EXTRAVAGANT
Registration Number:	3490486	WHY DRINK ANYTHING ELSE?
Registration Number:	3175561	
Registration Number:	3202154	

CORRESPONDENCE DATA

Fax Number: (713)223-3717
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 713-226-1252
Email: ppaquet@lockelord.com
Correspondent Name: Patricia Paquet
Address Line 1: Locke Lord Bissell & Liddell LLP
Address Line 2: 600 Travis Street, Suite 3400
Address Line 4: Houston, TEXAS 77002-3095

ATTORNEY DOCKET NUMBER:	024399-00000
NAME OF SUBMITTER:	Patricia Paquet
Signature:	/patricia paquet/
Date:	04/15/2009

Total Attachments: 8
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TRADEMARK, TRADENAME, AND DOMAIN NAME ASSIGNMENT

This TRADEMARK, TRADENAME, AND DOMAIN NAME ASSIGNMENT (the "Assignment") is made effective as of this 27th day of February, 2009, by and between High Energy Holdings LLC, a Delaware limited liability company having an address of 400 West Broadway, 2nd Floor, New York, New York 10012 (the "Assignor"), and Prohibition Beverage, Inc., a Delaware corporation having an address of 722 N. 2nd Street, #103, Philadelphia, PA 19123 (the "Assignee") (collectively, the Assignor and the Assignee are referred to herein as the "Parties").

WITNESSETH:

WHEREAS, Assignor is the owner of the trademarks, trademark applications, and trademark registrations, tradenames, and domain names and all derivatives thereof (whether singular or plural) set forth on the attached Schedule A (hereinafter the "Marks, Registrations, and Names"); and

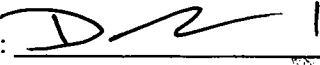
WHEREAS, Assignee is desirous of acquiring all of Assignor's right, title, and interest in and to the Marks, Registrations, and Names.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby sell, convey, assign, transfer, and set over to the Assignee, Assignor's entire right, title, and interest in and to the Marks, Registrations, and Names and all associated rights, together with the goodwill of Assignor's business in connection therewith, and the full right to sue for past, present or future infringement of any of such Marks, Registrations, and Names, these rights to be held and enjoyed by the Assignee, its successors and assigns, as fully as the same would have been held and enjoyed by the Assignor had this assignment not been made (including but not limited to, all registration rights with respect to the Marks, Registrations, and Names, and the right of claiming for itself the priority of filing of applications for the registration of the Marks, Registrations, and Names in other countries of the world, in accordance with Article 4 of the International Paris Convention (1883), and any other applicable convention and/or treaty).

[Signature Page Follows]

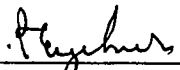
IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed and delivered by a duly authorized corporate officer effective as of the 27th day of February, 2009.

ASSIGNOR: HIGH ENERGY HOLDINGS LLC

By: 
Name: David Mandell
Title: President : CEO

STATE OF NY §
 §
COUNTY OF Kings §

On this 27th day of February, 2009, before me, a Notary Public in and for the State and County aforesaid, personally appeared David Mandell the Pres : CEO of High Energy Holdings LLC, known by me to be the person and officer whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same for the purposes and consideration therein expressed in the capacity therein stated.


Notary Public in and for the State of NY

My Commission Expires: 4/24/10

ISRAEL ENGLEMAN
Notary Public, State of New York
No. 01EN6144477
Qualified in Kings County
Commission Expires April 24, 2010

[Trademark and Tradename Assignment Signature Page 1]

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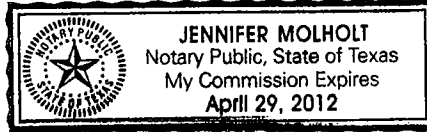
TRADEMARK
REEL: 003971 FRAME: 0173

ASSIGNEE: PROHIBITION BEVERAGE, INC.

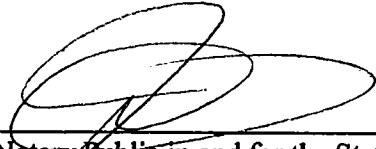
By: _____
Name: R. Scott Winters
Title: CEO

STATE OF TX
COUNTY OF Harris

§
§
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On this 6 day of April, 2009, before me, a Notary Public in and for the State and County aforesaid, personally appeared R. Scott Winters the CEO of Prohibition Beverage, Inc., known by me to be the person and officer whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same for the purposes and consideration therein expressed in the capacity therein stated.



Notary Public in and for the State of TX
My Commission Expires: April 29, 2012

Schedule A
Trademarks, Tradenames, and Domain Names



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TRADEMARK
REEL: 003971 FRAME: 0175



Schedule 2.1(g)
Intellectual Property

Mark	Country	Reg. No. (App. No.)	Reg. Date (App. Date)	Goods	Status
ELEVATE YOUR COCKTAIL	USA	(77/414,608)	(3/6/2008)	Liquor	Pending; Opposition or extension to oppose by Elevate Spirits Inc. was due by 2/18/2009
ELEVATE YOUR MARGARITA	USA	(77/414,610)	(3/6/2008)	Liquor	Pending; Opposition or extension to oppose by Elevate Spirits Inc. was due by 2/18/2009
ELEVATE YOUR MARTINI	USA	(77/414,603)	(3/6/2008)	Liquor	Pending; Opposition or extension to oppose by Elevate Spirits Inc. was due by 2/11/2009
ELEVATE YOUR MOJITO	USA	(77/414,617)	(3/6/2008)	Liquor	Pending; Opposition or extension to oppose by Elevate Spirits Inc. was due by 2/18/2009
ELEVATE YOUR SPIRIT	USA	(77/415,180)	(3/6/2008)	Liquor	Pending; Statement of Use due 4/14/2009
P.I.N.K.	USA	3,260,473	7/10/2007	Vodka	Registered; Section 8 & 15 Declaration due 7/10/2013
P.I.N.K.	USA	3,260,552	7/10/2007	Liquor	Registered; Section 8 & 15 Declaration due 7/10/2013
P.I.N.K.	Canada	(1,328,332)	(12/15/2006)	Liquor; Alcoholic beverages, namely, spirits, coolers and liqueurs	Pending

Mark	Country	Reg. No. (App. No.)	Reg. Date (App. Date)	Goods	Status
P.I.N.K.	CTM	(4,922,894)	(02/24/2006)	Alcoholic beverages (except beers)	Pending; One opposition pending against application, decision expected approximately June/July 2009
p.i.n.k.	USA	3,260,553	7/10/2007	Liquor	Registered; Section 8 & 15 Declaration due 7/10/2013
p.i.n.k.	Canada	(1,328,375)	(12/15/2006)	Liquor; Alcoholic beverages, namely, spirits, coolers and liqueurs	Pending; Declaration of Use due 12/15/2009
p.i.n.k.	Mexico	(827,254)	(12/20/2006)	Beverages without alcohol	Pending; Appeal brief filed
p.i.n.k.	Mexico	(827,258)	(12/20/2006)	Alcoholic beverages (liquors), except beer	Pending; Appeal brief filed
p.i.n.k.	Int'l	912,295	12/28/2006	Liquor	Registered; Renewal due: 12/28/2016
	Antigua & Barbuda	Pending	Pending	Liquor	Pending
	Australia	912,295	12/28/2006	Vodka, gin, rum, tequila, whiskey, and sake	Registered; Renewal due: 12/28/2016
	China	Pending	Pending	Liquor	Pending
	Iceland	Pending	Pending	Liquor	Pending
	Japan	912,295	12/28/2006	Liquor	Registered; Renewal due: 12/28/2016
	Netherlands Antilles	Pending	Pending	Liquor	Pending
	Norway	912,295	12/28/2006	Liquor	Registered; Renewal due 12/28/2016
	Republic of Korea	912,295	12/28/2006	Vodka, gin, rum, tequila, whiskey, and sake	Registered; Renewal due 12/28/2016
	Russian Federation	Pending	Pending	Liquor	Pending

Mark	Country	Reg. No. (App. No.)	Reg. Date (App. Date)	Goods	Status
	Switzerland	Pending	Pending	Vodka, gin, tequila, none of these products being of pink colour; whiskey, rum, sake	Pending
	Mexico	(931339)	(5/2/2008)	Alcoholic beverages (except beer)	Pending
	Mexico	(931340)	(5/2/2008)	Alcoholic beverages (except beer)	Pending
P.I.N.K. THE WORLD'S PERFECT PARTY SPIRIT	Mexico	976,512	12/20/2006	Beverages without alcohol	Registered; Renewal due: 12/20/2016
P.I.N.K. THE WORLD'S PERFECT PARTY SPIRIT	Mexico	976,513	12/20/2006	Alcoholic beverages (liquors), except beer	Registered; Renewal due: 12/20/2016
THE P.I.N.K. SPIRITS COMPANY	USA	3,412,513	4/15/2008	Liquor	Registered; Section 8 & 15 Declaration due 4/15/2014
THE SPIRIT THAT NEVER SLEEPS	USA	(77/340,372)	(11/29/2007)	Liquor	Pending; Statement of Use due 7/22/2009
THE WORLD'S PERFECT PARTY SPIRIT	Canada	(1328376)	(12/15/2006)	Liquor; Alcoholic beverages namely, spirits, coolers and liqueurs	Pending; Application published
THE WORLD'S PERFECT PARTY SPIRIT	Mexico	41,594	12/20/2006	Beverages without alcohol	Registered; Renewal due 12/20/2016
THE WORLD'S PERFECT PARTY SPIRIT	Mexico	41,575	12/20/2006	Alcoholic beverages (liquors), except beer	Registered; Renewal due 12/20/2016
THE WORLD'S PERFECT PARTY SPIRIT	USA	3,207,575	2/13/2007	Vodka	Registered; Section 8 & 15 Declaration due 2/13/2013

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Mark	Country	Reg. No. (App. No.)	Reg. Date (App. Date)	Goods	Status
THE WORLD'S PERFECT PARTY SPIRIT	USA	3,202,153	1/23/2007	Liquor	Registered; Section 8 & 15 Declaration due 1/23/2013
VERSATILE · FASHIONABLE · EXTRAVAGANT	USA	3,160,948	10/17/2006	Vodka	Registered; Section 8 & 15 Declaration due 10/17/2012
VERSATILE · FASHIONABLE · EXTRAVAGANT	USA	3,202,152	1/23/2007	Liquor	Registered; Section 8 & 15 Declaration due 1/23/2013
WHY DRINK ANYTHING ELSE?	USA	3,490,486	8/19/2008	Liquor	Registered; Section 8 & 15 Declaration due 8/19/2014
	USA	3,175,561	11/21/2008	Vodka	Registered; Section 8 & 15 Declaration due 11/21/2014
	USA	3,202,154	1/23/2007	Liquor	Registered; Section 8 & 15 Declaration due 1/23/2013

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