

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
Wine Oh! LLC		05/13/2009	LIMITED LIABILITY COMPANY: GEORGIA
RECEIVING PARTY DATA			
Name:	Salute LLC		
Street Address:	1828 Mount Paran Road, NW		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30327		
Entity Type:	LIMITED LIABILITY COMPANY: GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78533147	LIVE BETTER DRINK BETTER	
CORRESPONDENCE DATA			
Fax Number:	(404)601-6751		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404-347-8059		
Email:	trademarks@adorno.com		
Correspondent Name:	Anne E. Yates		
Address Line 1:	1349 West Peachtree Street		
Address Line 2:	Adorno & Yoss - Suite 1500		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	219258.0003		
NAME OF SUBMITTER:	Anne E. Yates		
Signature:	/aey/		

OP \$40.00 78533147

Date:

05/14/2009

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into as of the 13 day of May, 2009, by and between Wine Oh! LLC, a Georgia limited liability company, whose address is 1828 Mount Paran Road, NW, Atlanta, Georgia USA 30327 (hereinafter referred to as "Assignor"), and Salute LLC, a Georgia limited liability company, whose address is 1828 Mount Paran Road, NW, Atlanta, Georgia USA 30327 (hereinafter referred to as "Assignee") (collectively, the "Parties").

WITNESSETH

WHEREAS, Assignor has adopted and is the owner of the LIVE BETTER DRINK BETTER trademark, including but not limited to the United States Patent and Trademark Office trademark application set forth on Schedule A and incorporated herein by reference (the "Mark");

WHEREAS, Assignor is the owner of all right, title, and interest in and to the Mark set forth on Schedule A; and

WHEREAS, the Parties desire to enter into this Assignment to effect the transfer of all right, title, and interest in and to the Mark to Assignee on a worldwide basis, including but not limited to the application set forth on Schedule A.

NOW, THEREFORE, for and in consideration of the premises and the mutual promises hereinafter set forth and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby agree as follows:

1. Transfer and Assignment. Assignor hereby transfers and assigns to Assignee all right, title, and interest in and to the Mark on a worldwide basis, including but not limited to the application set forth on Schedule A, together with the portion of the business to which the Mark pertains and the goodwill associated therewith, along with the right to recover for damages and profits and other remedies for past infringements of the Mark.

2. Further Documentation and Actions. Assignor hereby agrees to execute and deliver to Assignee any further documents and instruments, and to do any and all further reasonable acts that are deemed necessary by Assignee to vest in Assignee all right, title, and interest in and to the Mark, and to enable such right, title, and interest to be recorded in the United States Patent and Trademark Office and any other appropriate governmental authority or agency of the United States and internationally.

3. Entire Agreement. This Assignment represents the entire agreement between the Parties regarding the Mark and supersedes any previous agreement or discussion between the Parties.

"ASSIGNOR"
WINE OH! LLC

By: 

Name: Peter E. Blum

Title: Member

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SCHEDULE A

Mark	Filing Date	Serial Number	Goods
LIVE BETTER DRINK BETTER	12/15/2004	78/533147	Non-alcoholic beverages, namely, bottled water, mineral water, spring water, flavored water, fruit juices, vegetable juices, fruit drinks, and carbonated beverages

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TRADEMARK

RECORDED: 05/14/2009

REEL: 003987 FRAME: 0630