

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
Switch Beverage Company (formerly Knew Jewce Beverages, Inc.)		05/15/2009	CORPORATION: VIRGINIA
RECEIVING PARTY DATA			
Name:	Beverage Acquisition, Inc.		
Street Address:	100 N. Guadalupe Street		
Internal Address:	Suite 202		
City:	Santa Fe		
State/Country:	NEW MEXICO		
Postal Code:	87501		
Entity Type:	Limited Liability Corporation: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2664591	THE SWITCH	
CORRESPONDENCE DATA			
Fax Number:	(312)236-7516		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-368-4000		
Email:	ch.tm@dlapiper.com		
Correspondent Name:	Amy C. Ziegler		
Address Line 1:	DLA Piper LLP (US)		
Address Line 2:	P.O. Box 64807		
Address Line 4:	Chicago, ILLINOIS 60664-0807		
ATTORNEY DOCKET NUMBER:	360998-001001		
NAME OF SUBMITTER:	Amy C. Ziegler		

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Signature:	/Amy Ziegler/
Date:	05/18/2009
Total Attachments: 1 source=SWITCH#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Switch Beverage Company (formerly Knew Jewce Beverages, Inc.), a Virginia corporation, ("Assignor"), is the sole and exclusive owner of U.S. Registration No. 2,664,591 for THE SWITCH ("Trademark"); and

WHEREAS, Beverage Acquisition, Inc., a Texas Limited Liability corporation, organized under the laws of the State of New Mexico, having a place of business at 100 N. Guadalupe Street, Suite 202, Santa Fe, New Mexico 87501 ("Assignee"), desires to acquire the entire right, title and interest in, to and under the Trademark.

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00), to it in hand paid by said Assignee, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby sell, assign, transfer and set over to said Assignee all its right, title and interest in, to and under said Trademark and registration, together with the goodwill of the business symbolized by the marks, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made.

AND, said Assignor hereby covenants that it has full right to convey the entire interest herein assigned.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment by its proper officers thereunto duly authorized.

Assignor:

Switch Beverage Company

By: 

Name: Kim Wright

Title: Operations Director

Date: May 15, 2009