

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
Big Red, Inc.		08/03/2009	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	North American Beverages, L.L.C.		
Street Address:	720 Jewell Dr.		
City:	Waco		
State/Country:	TEXAS		
Postal Code:	76712		
Entity Type:	LIMITED LIABILITY COMPANY: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3588614	BIG BLUE	
CORRESPONDENCE DATA			
Fax Number:	(254)754-6331		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(254) 755-4100		
Email:	powell@namanhowell.com		
Correspondent Name:	John A. Powell		
Address Line 1:	P.O. Box 1470		
Address Line 4:	Waco, TEXAS 76703		
ATTORNEY DOCKET NUMBER:	15442-19		
NAME OF SUBMITTER:	John A. Powell		
Signature:	/John A. Powell/		
Date:	08/05/2009		

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Total Attachments: 2
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT OF TRADEMARK

WHEREAS, BIG RED, INC. ("Assignor") is the owner of the following trademark now registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Filed</u>
BIG BLUE	3,588,614	01/31/2008

NOW, THEREFORE, in consideration of the sum of one dollar and other good and valuable consideration, Assignor hereby assigns to NORTH AMERICAN BEVERAGES, L.L.C., a Texas limited liability company with principal offices located at 720 Jewell Dr., Waco, Texas 76712 ("Assignee"), all of its right, title and interest in the United States in and to said trademark and the registration of said trademark, together with the goodwill of the business associated with said trademark and said trademark registration, and all causes of action, known or unknown, pertaining thereto.

Assignor represents that it is the sole owner of all conveyed rights and interests and has full right to make this assignment. Assignor agrees that it will communicate to Assignee or its representatives any material facts known to Assignor respecting said trademark rights. Assignor agrees to sign all lawful papers, make all rightful oaths, and generally do everything reasonably necessary to aid said Assignee, its successors, assigns and nominees, to effect the intent of this assignment document.

SIGNED this 3rd day of August, 2009

BIG RED, INC.

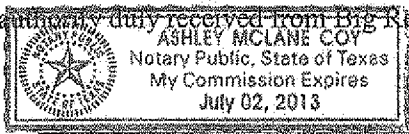
By: 

Printed Name: Mr. Gary Smith

Title: Chairman and Chief Executive Officer,
Big Red, Inc.

STATE OF TEXAS §
 §
COUNTY OF TRAVIS §

BEFORE ME, the undersigned authority, a Notary Public in and for the State of Texas, on this day personally appeared Gary Smith, known to me to be the person whose name is subscribed to the foregoing instrument, and in my presence he did acknowledge and state that he is the Chairman and Chief Executive Officer for Big Red, Inc., the assignor above named, and he further acknowledged that he executed this Assignment on behalf of Big Red, Inc. in his above-stated capacity pursuant to authority duly received from Big Red, Inc.





Notary Public in and for the
State of Texas
My commission expires: 7-2-13