

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
Exotica Beverage, Inc.		08/19/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	CytoSport, Inc.		
Street Address:	4795 Industrial Way		
City:	Benicia		
State/Country:	CALIFORNIA		
Postal Code:	94510		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77100018	POWERMILK	
CORRESPONDENCE DATA			
Fax Number:	(801)566-0750		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	sisneros@tnw.com		
Correspondent Name:	Thorpe North & Western, LLP		
Address Line 1:	8180 South 700 East, Suite 350		
Address Line 4:	Sandy, UTAH 84070		
ATTORNEY DOCKET NUMBER:	01098-32765		
NAME OF SUBMITTER:	Gordon K. Hill		
Signature:	/Gordon K. Hill/		
Date:	09/02/2009		
Total Attachments: 2			

OP \$40.00 77100018

900142437

TRADEMARK
 REEL: 004056 FRAME: 0532

source=Assignment#page1.tif
source=Assignment#page2.tif

SERVICE MARK AND TRADEMARK ASSIGNMENT

WHEREAS, Exotica Beverage, Inc. a corporation duly organized and existing under the laws of the State of Delaware, having a principal business office at 12 Old Quarry Road, Englewood, Delaware, 07631, (hereinafter referred to as "ASSIGNOR"), is the owner of all right, title, and interest in and to the trademark **POWERMILK** (hereinafter referred to as the "Mark") having U.S. Trademark Application Serial No. 77/100,018 (hereinafter referred to as the "Application"); and

WHEREAS, CytoSport, Inc., a corporation duly organized and existing under the laws of the State of California, having a principal business office at 4795 Industrial Way, Benicia, California 94510 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring all right, title and interest in and to the Mark held by ASSIGNOR, and the above-identified registration;


NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the ASSIGNOR by the ASSIGNEE, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE any and all right, title and interest which it may hold in and to the Mark, the above-identified Applications, and any registrations issuing therefrom, together with the goodwill of the business symbolized by and associated with the Mark.

The ASSIGNOR hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all certificates of registration of the Mark to the ASSIGNEE as the owner of the entire interest of said Mark, for the sole use and benefit of the said ASSIGNEE, its successors, assigns and legal representatives.

This Assignment and Agreement shall be binding upon any and all successors of the
ASSIGNOR.

EFFECTIVE as of this 19 day of AUGUST, 2009.

Exotica Beverage, Inc.



By: Herbert Collins

Title: President