

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
Prima Bottled Water, Inc.		02/24/2010	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Primo Water Corporation		
Street Address:	104 Cambridge Plaza Drive		
City:	Winston-Salem		
State/Country:	NORTH CAROLINA		
Postal Code:	27104		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77798262	PRIMA	
CORRESPONDENCE DATA			
Fax Number:	(704)353-3246		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	mike.tobin@klgates.com		
Correspondent Name:	Michael A. Tobin		
Address Line 1:	K&L Gates LLP; 214 North Tryon Street		
Address Line 2:	Hearst Tower, 47th Floor		
Address Line 4:	Charlotte, NORTH CAROLINA 28202		
ATTORNEY DOCKET NUMBER:	2933676.00001		
NAME OF SUBMITTER:	Michael A. Tobin		
Signature:	/Michael A. Tobin/		
Date:	02/24/2010		

OP \$40.00 77798262

Total Attachments: 1
source=trademark assignment#page1.tif

TRADEMARK ASSIGNMENT

WHEREAS, Prima Bottled Water, Inc., a North Carolina corporation having an address of 104 Cambridge Plaza Drive, Winston-Salem, North Carolina 27104 ("Assignor"), owns all rights, title and interests in and to U.S. Trademark Application Serial No. 77/798,262, and the PRIMA trademark set forth therein and the goodwill associated therewith (collectively, the "Mark"); and

WHEREAS, Primo Water Corporation, a Delaware corporation having an address of 104 Cambridge Plaza Drive, Winston-Salem, North Carolina 27104 ("Assignee"), is desirous of acquiring all rights, title and interests in and to the Mark, together with the goodwill associated therewith.

THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged by Assignor and Assignee, Assignor does hereby sell, assign, transfer and convey unto Assignee, its successors and assigns, all rights, title and interests in and to the Mark together with the goodwill associated therewith, as well as all right to sue, recover and retain damages for any past, current or future infringement of the Mark.

Prima Bottled Water, Inc.

By: *David G. Burke*

Title: PRESIDENT

Date: FEBRUARY 24TH 2010

By: *Mark Castañeda*
Name: MARK CASTANEDA
Title: CFO

State of [N. CAROLINA]

County of [FORSYTH]

Before me personally appeared DAVID G. BURKE, the above-identified individual who acknowledged that he executed the foregoing assignment in the capacity indicated on behalf of Prima Bottled Water, Inc. on the 24 day of February, 2010.

Abbye R. Caudle
Notary Public in and for
State of North Carolina
My Commission Expires: 10/5/14

