

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
Royal Crown Company, Inc.		04/28/2010	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Dr Pepper/Seven Up, Inc.
Street Address:	5301 Legacy Drive
City:	Plano
State/Country:	TEXAS
Postal Code:	75024
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Serial Number:	78576257	DIET RITE PURE ZERO
Serial Number:	78581917	PURE ZERO
Serial Number:	73805510	DIET RC
Serial Number:	73389667	DIET RITE
Serial Number:	71659080	DIET-RITE
Serial Number:	72212248	KICK
Serial Number:	78429847	LIVE RITE
Serial Number:	75606143	
Serial Number:	71205512	NEHI
Serial Number:	77032530	NEHI
Serial Number:	75148583	NEHI
Serial Number:	71533044	RC
Serial Number:	75083584	RC
Serial Number:	77032507	RC

OP \$415.00 78576257

Serial Number:	72192964	ROYAL CROWN COLA
Serial Number:	75260584	UPPER 10

CORRESPONDENCE DATA

Fax Number: (210)226-8395
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 210-554-5450
Email: ipdocket@coxsmith.com
Correspondent Name: Pamela B. Huff
Address Line 1: Cox Smith Matthews Incorporated
Address Line 2: 112 East Pecan Street, Suite 1800
Address Line 4: San Antonio, TEXAS 78205

ATTORNEY DOCKET NUMBER:	5338.3339
NAME OF SUBMITTER:	Pamela B. Huff
Signature:	/pbhuff35901/
Date:	04/29/2010

Total Attachments: 4
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (“ASSIGNMENT”) shall be effective as of the 25th day of October 2005 by and between Royal Crown Company, Inc., a Delaware corporation with its principal place of business at Plano, Texas 75024 (hereinafter “Assignor”) and Dr Pepper/Seven Up, Inc., a Delaware corporation, with its principal place of business at Plano, Texas 75024 (hereinafter “Assignee”); and

WHEREAS, Assignor is the owner of certain Trademark applications and/or registrations listed on the attached Exhibit “A”, attached hereto and incorporated herein (hereinafter “Trademarks”);

WHEREAS, Assignor desires to assign its right, title and interest in, to and under the Trademarks, including any goodwill associated therewith, all registrations therefore, all common law rights therein and any and all rights related thereto to Assignee; and

WHEREAS, Assignee desires to acquire the Trademarks;

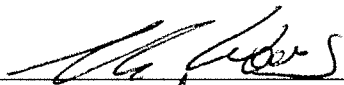
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

Assignor does hereby sell, assign and transfer to Assignee, its successors and assigns, all of its right, title, and interest in, to and under the Trademarks, including any goodwill associated therewith, all registrations therefore, all common law rights therein, and any and all trademark and/or service mark rights related thereto.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Trademark Assignment on the 28th day of April, 2010.

ASSIGNOR

Royal Crown Company, Inc.

By: 
Printed Name: Michael Woods
Its: ASSISTANT SECRETARY

ASSIGNEE

Dr Pepper/Seven Up, Inc.


By: 
Printed Name: Michael Woods
Its: ASSISTANT SECRETARY

Exhibit A

TRADEMARK APPLICATIONS/REGISTRATIONS

STATUS	COUNTRY	APPNO	FILE	REGNO	REG	TMARK
REGISTERED	CANADA	766774	21-Oct-94	458950	07-Jun-96	DIET RC COLA & DESIGN
REGISTERED	CANADA	266861	04-Jan-62	133753	13-Dec-63	DIET-RITE
REGISTERED	CANADA	0992880	07-Apr-47	NFLD002880	07-Apr-47	NEHI
REGISTERED	CANADA	186300	05-Mar-45	UCA024679	05-Mar-45	RC
REGISTERED	CANADA	0992896	10-Apr-47	NFLD002896	10-Apr-47	RC
REGISTERED	CANADA	1249176	02-Mar-05	745509	17-Aug-09	RITE DIETE
REGISTERED	CANADA	172880	08-Mar-38	UCA011519	08-Mar-38	ROYAL CROWN
REGISTERED	CANADA	766777	21-Oct-94	459717	21-Jun-96	ROYAL CROWN COLA (STYLIZED)
REGISTERED	CANADA	195473	17-May-47	UCA026012	17-May-47	UPPER 10
REGISTERED	MEXICO	205895	20-Jul-94	476375	07-Oct-94	DIET RC
REGISTERED	MEXICO	627572	31-Oct-03	822339	26-Feb-04	LIGHT RC COLA
REGISTERED	MEXICO	16618	13-Aug-01	26867	30-Apr-03	MAXIMUM POWER COLA
REGISTERED	MEXICO	50484	13-Oct-88	366679	06-Sep-89	RC
REGISTERED	MEXICO	367984	18-Mar-99	610261	21-May-99	RC EDGE
REGISTERED	MEXICO	54537	22-Dec-88	516738	12-Feb-96	ROYAL CROWN
REGISTERED	MEXICO	70845	06-Sep-89	439192	10-Aug-93	ROYAL CROWN COLA
REGISTERED	MEXICO	243717	22-Sep-95	513404	15-Dec-95	ROYAL CROWN DRAFT
REGISTERED	MEXICO	232033	17-May-95	495175	19-Jun-95	UPPER 10
REGISTERED	PUERTO RICO	12881	23-Oct-63	12881	23-Jun-67	DIET-RITE
REGISTERED	PUERTO RICO	5019	26-May-42	5019	14-Apr-43	NEHI
REGISTERED	PUERTO RICO	17488	04-Nov-71	17488	02-Feb-72	RC
REGISTERED	PUERTO RICO	4991	03-Dec-42	4991	03-Dec-42	ROYAL CROWN
REGISTERED	UNITED STATES	73/805,510	09-Jun-89	1,589,240	27-Mar-90	DIET RC

REGISTERED	UNITED STATES	73/389,667	27-Sep-82	1,302,990	30-Oct-84	DIET RITE
PENDING	UNITED STATES	78/576,257	28-Feb-05			DIET RITE PURE ZERO
REGISTERED	UNITED STATES	71/659,080	06-Jan-54	600,085	28-Dec-54	DIET-RITE
REGISTERED	UNITED STATES	72/212,248	17-Feb-65	0837,994	31-Oct-67	KICK
REGISTERED	UNITED STATES	78/429,847	04-Jun-04	3,086,439	25-Apr-06	LIVE RITE MISCELLANEOUS DESIGN (DIAMOND BOTTLE)
REGISTERED	UNITED STATES	75/606,143	11-Dec-98	2,608,409	20-Aug-02	
REGISTERED	UNITED STATES	71/205,512	19-Nov-24	207,317	29-Dec-25	NEHI
REGISTERED	UNITED STATES	77/032,530	30-Oct-06	3,281,739	21-Aug-07	NEHI
REGISTERED	UNITED STATES	75/148,583	09-Aug-96	2,089,186	19-Aug-97	NEHI (STYLIZED)
PENDING	UNITED STATES	78/581,917	07-Mar-05			PURE ZERO
REGISTERED	UNITED STATES	71/533,044	02-Sep-47	515,876	04-Oct-49	RC
REGISTERED	UNITED STATES	75/083,584	04-Apr-96	2,069,147	10-Jun-97	RC
REGISTERED	UNITED STATES	77/032,507	30-Oct-06	3,281,737	21-Aug-07	RC (STYLIZED)
REGISTERED	UNITED STATES	72/192,964	08-May-64	777,936	29-Sep-64	ROYAL CROWN COLA
REGISTERED	UNITED STATES	75/260,584	20-Mar-97	2,134,516	03-Feb-98	UPPER 10