

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
FUZE BEVERAGES, LLC		12/30/2009	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	HRHH IP, LLC		
Street Address:	475 Tenth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3353473	REHAB	
CORRESPONDENCE DATA			
Fax Number:	(949)760-0404		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	9497600404		
Email:	efiling@kmob.com		
Correspondent Name:	Diane M. Reed/Knobbe Martens Olson&Bear		
Address Line 1:	2040 Main Street, 14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	HANBEV.722T		
NAME OF SUBMITTER:	Diane M. Reed		
Signature:	/ diane m. reed /		
Date:	05/07/2010		

OP \$40.00 3353473

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, FUZE BEVERAGE, LLC, a Delaware limited liability company with offices at 140 Sylvan Avenue, 3rd Floor, Suite 3G, Englewood Cliffs, New Jersey 07632 ("Assignor"), is the owner of the trademark REHAB for energy drinks and fruit beverages in International Class 32 (the "Trademark"), and all goodwill related thereto, and registration number 3,353,473 of the Trademark issued by the U.S. Patent and Trademark Office (the "Registration"); and

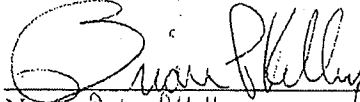
WHEREAS, HRRH IP, LLC, a Delaware limited liability company with offices at c/o Morgan's Hotel Group Co., 475 Tenth Avenue, New York, New York 10018 ("Assignee"), is desirous of acquiring from Assignor the Trademark and goodwill associated therewith, and the Registration;

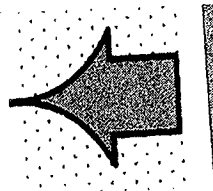
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title and interest of Assignor in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, and the Registration.

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be signed by their duly authorized representatives, effective as of the date of the last signature below.

FUZE BEVERAGE, LLC


Date: 12/30/09, 2009

By: 
Name: Brian P. Kelly
Title: President, Still Beverages



HRRH IP, LLC

Date: _____, 2009

By: 
Name: Richard Szymanski
Title: Vice President