

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
HRHH IP, LLC		12/31/2009	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hansen Beverage Company		
<b>Street Address:</b>	550 Monica Circle, Suite 201		
<b>City:</b>	Corona		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92880		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3353473	REHAB	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(949)760-9502		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	9497600404		
Email:	efiling@kmob.com		
Correspondent Name:	Diane 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:	05/13/2010		

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Total Attachments: 1  
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**TRADEMARK ASSIGNMENT**

This Trademark Assignment is effective as of December 31, 2009, by and between HRHH IP, LLC, a Delaware limited liability company ("ASSIGNOR"), and Hansen Beverage Company, a Delaware corporation ("ASSIGNEE").

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR is the owner of the trademark REHAB for energy drinks and fruit beverages in International Class 32 (the "Trademark"), and all good will related thereto, and registration number 3,353,473 of the Trademark issued by the U.S. Patent and Trademark office (the "Registration") and hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademark, the Registration and the related trade dress including REHAB®, REHAB RX and

**Rehab**

, whether in block letters or in any stylized form, in connection with a recovery supplement beverage, including all goodwill associated therewith, and all common law rights, trade name rights, causes of action, and the right to recover for past infringement, and including the Registration and any other applications or registrations for any of such trademarks covering beverages in International Class 32.

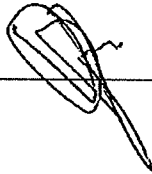
HRHH IP, LLC

By: \_\_\_\_\_

*Richard Skymanski*  
Richard Skymanski  
Vice President

Hansen Beverage Company

By: \_\_\_\_\_



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