

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
NID Holding, Inc.		05/11/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Jarritos, Inc.		
Street Address:	500 W. Overland Avenue, Suite 300		
City:	El Paso		
State/Country:	TEXAS		
Postal Code:	79901		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3465169	SANGRIA IMPERIAL	
CORRESPONDENCE DATA			
Fax Number:	(515)288-1338		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	515-288-3667		
Email:	patatty@ipmvs.com		
Correspondent Name:	McKee, Voorhees & Sease, PLC		
Address Line 1:	801 Grand Avenue, Suite 3200		
Address Line 4:	Des Moines, IOWA 50309-2721		
ATTORNEY DOCKET NUMBER:	N316-49 / 3,465,169		
NAME OF SUBMITTER:	Christine Lebron-Dykeman		
Signature:	/Christine Lebron-Dykeman/		
Date:	05/26/2010		

CH \$40.00 3465169

Total Attachments: 1
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ASSIGNMENT

This Agreement is made on May 11, 2010 by and between NID Holding, Inc., a corporation organized under the laws of Delaware with a principal place of business at 615 South Dupont Highway Dover, Delaware 19901 ("Assignor") and Jarritos, Inc., a corporation organized under the laws of Delaware with a principal place of business at 500 W. Overland Avenue, Suite 300 El Paso TEXAS 79901 ("Assignee").

WHEREAS, Assignor, is the owner of the trademark, SANGRIA IMPERIAL (the "Mark") and the corresponding United States Registration No. 3465169 for said Mark (the "Registration"); and

WHEREAS, Assignor wishes to assign to Assignee all right, title and interest in and to said Mark and the Registration that Assignor possesses, together with the goodwill of the business pertaining to said Mark; and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to said Mark and Registrations, together with the goodwill of the business pertaining to said Mark;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto Assignee all right, title and interest which Assignor has heretofore enjoyed pertaining to said Mark, together with the goodwill of the business pertaining to said Mark and the Registration thereof, the same to be held and enjoyed by Assignee, its successors and assigns, together with the right to sue for and collect for all claims for damages by reason of past infringement or other violation of any rights thereof.

NID Holding, Inc.

By: Pat Gorden
Pat Gorden President
Name and Title of Officer

Jarritos, Inc.

By: [Signature]
Luis Fernandez, CEO
Name and Title of Officer