

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
H2O is the way to go industries, Inc.		03/29/2010	CORPORATION: NEVADA
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: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3744044	AUA WATER SIMPLE	
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:	N316-101		
NAME OF SUBMITTER:	Christine Lebron-Dykeman		
Signature:	/Christine Lebron-Dykeman/		
Date:	05/28/2010		

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Total Attachments: 1
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EXHIBIT I
NOTICE OF ASSIGNMENT

This Agreement is made on March 29, 2010 by and between H2O is the way to go industries, Inc., a corporation organized under the laws of Nevada with a principal place of business at 415 S. Mesa Hills #1803, El Paso TEXAS 79912 ("Assignor") and Jarritos, Inc., a corporation organized under the laws of Texas 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 AUA WATER SIMPLE & Design (the "Mark") and the corresponding registration for said Mark, United States Patent and Trademark Office Registration No 3,744,044 (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 Registration, 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.

H2O is the way to go industries, Inc.

By: 

Marco A. Foglio / President
Name and Title of Officer

Jarritos, Inc.

By: 

Ramon Carrasco COO
Name and Title of Officer