

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Adrian Gluck		05/28/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	The Beverly Hills Drink Company, Inc.		
Street Address:	333 S. Beverly Drive, Suite 111		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90212		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77683091	BEVERLY HILLS 90H20	
CORRESPONDENCE DATA			
Fax Number:	(401)273-4447		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	401-273-4446		
Email:	cac@barjos.com		
Correspondent Name:	Cheryl A. Clarkin		
Address Line 1:	Barlow, Josephs & Holmes, Ltd.		
Address Line 2:	101 Dyer Street, 5th Floor		
Address Line 4:	Providence, RHODE ISLAND 02903		
ATTORNEY DOCKET NUMBER:	G041 T02761-US		
NAME OF SUBMITTER:	Cheryl A. Clarkin		
Signature:	/cac/		
Date:	06/03/2010		

OP \$40.00 77683091

Total Attachments: 1
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ASSIGNMENT

WHEREAS, Adrian Gluck ("Assignor"), an individual residing at 344 El Camino Drive, Suite 100, Beverly Hills, California 90212 is the owner of record of U.S. Trademark Application Serial No. 77/683,091 for the mark BEVERLY HILLS 90H20 (hereinafter "the Mark"); and

WHEREAS, The Beverly Hills Drink Company, Inc. ("Assignee"), a corporation organized and existing under the laws of California, having an address at 333 S. Beverly Drive, Suite 111, Beverly Hills, California 90212, is desirous of acquiring the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee, all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the business to which the Mark pertains, including all rights to sue and recover for past infringement of said Mark.

IN WITNESS WHEREOF, Assignor has caused this document to be executed as of the 28th day of May, 2010

By [Signature]
Adrian Gluck

STATE OF CALIFORNIA:
County of LOS ANGELES

Subscribed to and sworn before me this 28 day of MAY, 2010.

SEAL

[Signature]
Notary Public
My Commission Expires 5/8/2011

