

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HSBC BANK USA, NATIONAL ASSOCIATION		06/24/2010	National Association: UNITED STATES
RECEIVING PARTY DATA			
Name:	THE JOLT COMPANY, INC.		
Street Address:	7 Purcell Court		
City:	Moonachie		
State/Country:	NEW JERSEY		
Postal Code:	07074		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Serial Number:	76339702	AUTUMN FROST	
Serial Number:	74298291	CHERRY BOMB	
Serial Number:	73545588	JOLT	
Serial Number:	73642424	JOLT	
Serial Number:	74196226	JUMPER CABLE	
Serial Number:	74673511	PIRATE'S KEG	
Serial Number:	78141910	THORNWOOD ESTATES	
Serial Number:	78886545	U4EA	
Serial Number:	78577984	VELOCITEA	
CORRESPONDENCE DATA			
Fax Number:	(404)898-2901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404-961-7614		
Email:	jmonahon@trusted-counsel.com		

OP \$240.00 76339702

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**TRADEMARK
 REEL: 004231 FRAME: 0716**

Correspondent Name: John P Monahon
Address Line 1: 1201 Peachtree St. NE
Address Line 2: Suite 500
Address Line 4: Atlanta, GEORGIA 30361

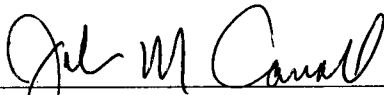
NAME OF SUBMITTER:	John P. Monahon
Signature:	/John P. Monahon/
Date:	06/25/2010
Total Attachments: 2 source=Jolt- HSBC termination of SI on TM (TC112926)#page1.tif source=Jolt- HSBC termination of SI on TM (TC112926)#page2.tif	

**NOTICE OF TERMINATION
OF
SECURITY INTEREST**

Notice is hereby given that **HSBC BANK USA, NATIONAL ASSOCIATION**, with an office at One HSBC Plaza, 5th Floor, Rochester, New York ("Bank"), has terminated its security interest in and to all of the trademarks of **THE JOLT COMPANY, INC.**, a New York corporation, with its principal place of business located at 130 Linden Oaks, Suite C, Rochester, New York 14625 ("Company"), including without limitation those listed on Schedule A and the applications, registrations (both domestic and foreign) and goodwill associated therewith, such security interest being granted pursuant to an agreement between Company and Bank dated March 6, 2007.

Dated: June 24, 2010

HSBC BANK USA, NATIONAL ASSOCIATION

By: 
Name: John M. Carroll
Title: Vice President

STATE OF NEW YORK)
COUNTY OF MONROE) SS.:

On the 24 day of June, in the year 2010, before me, the undersigned, a notary public in and for said state, personally appeared John M. Carroll, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument


Notary Public

MICHELE L. MAXWELL
No. 01MA6083375
Notary Public, State of New York
Qualified in Monroe County
My Commission Expires 11/2/10

SCHEDULE A**TRADEMARKS**

Mark	Application Number	Registration Number
Autumn Frost – US	76/339,702	2,762,535
Cherry Bomb – US	74/298,291	3,068,491
Jolt – US	73/545,588	1,380,691
Jolt & Design – US	73/642,424	1,454,568
Jumper Cable - US	74/196,226	1,718,556
Pirate's Keg – US	74/673,511	2,103,876
Thornwood Estates – US	78/141,910	2,861,317
U4EA – US	78/886,545	Abandoned
Velocitea – US	78/577,984	Abandoned
Blu Botol – Canada	821,898	489,455
Blu Botol & Design – Canada	821,897	508,557
Jolt – Canada	562,810	329,179
Jumper Cable – Canada	1,325,213	Abandoned
Outburst – Canada	863,488	539,798
Pirate's Keg – Canada	864,191	515,348
Power Station – Canada	863,489	545,186
Velocitea – Canada	863,487	542,817
Wet Planet – Canada	864,192	525,873