

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
DPS Holdings, Inc.		06/09/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Snapple Beverage Corp.		
Street Address:	900 King Street		
City:	Rye Brook		
State/Country:	NEW YORK		
Postal Code:	10573-1238		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77958101	COMPASSION BERRY	
Serial Number:	77958105	TROP A ROCKA	
CORRESPONDENCE DATA			
Fax Number:	(210)226-8395		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	210-554-5450		
Email:	ipdocket@coxsmith.com		
Correspondent Name:	Pamela B. Huff; Cox Smith Matthews		
Address Line 1:	112 East Pecan Street, Suite 1800		
Address Line 4:	San Antonio, TEXAS 78205		
ATTORNEY DOCKET NUMBER:	5338.4033/5338.4034		
NAME OF SUBMITTER:	Pamela B. Huff		
Signature:	/pbhuff35901/		
Date:	06/28/2010		

OP \$65.00 77958101

Total Attachments: 4

source=COMPASSIONBERRYAssign#page1.tif

source=COMPASSIONBERRYAssign#page2.tif

source=COMPASSIONBERRYAssign#page3.tif

source=COMPASSIONBERRYAssign#page4.tif

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (“ASSIGNMENT”) shall be effective as of the 9th day of June 2010 by and between DPS HOLDINGS INC., a Delaware corporation with its principal place of business at 5301 Legacy Drive, Plano, Texas 75024 (hereinafter “Assignor”) and SNAPPLE BEVERAGE CORP., a Delaware corporation, with its principal place of business at 900 King St., Rye Brook, NY 10573-1238 (hereinafter “Assignee”); and

WHEREAS, Assignor is the owner of certain Trademark applications and/or registrations listed on the attached Exhibit “A”, attached hereto and incorporated herein (hereinafter “Trademarks”);

WHEREAS, Assignor desires to assign its right, title and interest in, to and under the Trademarks, including any goodwill associated therewith, all registrations therefore, all common law rights therein and any and all rights related thereto to Assignee; and

WHEREAS, Assignee desires to acquire the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

Assignor does hereby sell, assign and transfer to Assignee, its successors and assigns, all of its right, title, and interest in, to and under the Trademarks, including any goodwill associated therewith, all registrations therefore, all common law rights therein, and any and all trademark and/or service mark rights related thereto.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Trademark Assignment on the 9th day of June, 2010.

ASSIGNOR

DPS HOLDINGS INC.

By: 

Printed Name: Wayne R. Lewis

Its: Vice President & Assistant Secretary

ASSIGNEE

SNAPPLE BEVERAGE CORP.

By: 

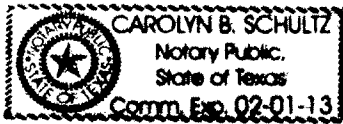
Printed Name: Michael Woods

Its: Assistant Secretary

STATE OF TEXAS §
 §
COUNTY OF COLLIN §

BEFORE ME, the undersigned authority, on this day personally appeared WAYNE R. LEWIS in his capacity as an officer of DPS HOLDINGS INC., know to me to be the person whose name is subscribed to the foregoing document, and acknowledged to me that he executed the same for the purposes therein expressed, that he was duly authorized to perform the same and in the capacity therein stated.

Given under my hand and seal of office on this the 9th day of June 2010.

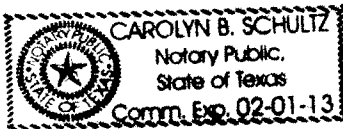


Carolyn B. Schultz
Notary Public, State of Texas
Printed Name: CAROLYN B. SCHULTZ
Commission Expires: 02-01-13

STATE OF TEXAS §
 §
COUNTY OF COLLIN §

BEFORE ME, the undersigned authority, on this day personally appeared MICHAEL WOODS in his capacity as an officer of SNAPPL BEVERAGE CORP., know to me to be the person whose name is subscribed to the foregoing document, and acknowledged to me that he executed the same for the purposes therein expressed, that he was duly authorized to perform the same and in the capacity therein stated.

Given under my hand and seal of office on this the 9th day of June 2010.



Carolyn B. Schultz
Notary Public, State of Texas
Printed Name: CAROLYN B. SCHULTZ
Commission Expires: 02-01-13

Exhibit A

TRADEMARK APPLICATIONS/REGISTRATIONS

STATUS	COUNTRY	APPNO	FILE DATE	REGNO	REG	TMARK
PENDING	US	77/958,101	03/12/2010			COMPASSION BERRY
PENDING	US	77/958,105	03/12/2010			TROP A ROCKA