

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
WME, INC.		07/12/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Watermill Express, LLC		
Street Address:	177 West Jessup		
City:	Brighton		
State/Country:	COLORADO		
Postal Code:	80601		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	77796830	WATERMILL EXPRESS	
Serial Number:	77796910	WATERMILL EXPRESS	
Serial Number:	77796790	WATERMILL EXPRESS WE CARE ABOUT THE WATER YOU DRINK	
Serial Number:	77796902	WATERMILL EXPRESS WE CARE ABOUT THE WATER YOU DRINK	
Registration Number:	3761137	GET A BETTER WATER HABIT	
CORRESPONDENCE DATA			
Fax Number:	(303)607-3600		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	303-607-3500		
Email:	trademarkdnvr@faegre.com		
Correspondent Name:	Jennifer Daniel Collins		
Address Line 1:	1700 Lincoln Street		
Address Line 2:	3200 Wells Fargo Center		
Address Line 4:	Denver, COLORADO 80203-4532		

OP \$140.00 77796830

ATTORNEY DOCKET NUMBER:	83788-381483
NAME OF SUBMITTER:	Jennifer Daniel Collins
Signature:	/Jennifer Daniel Collins/
Date:	07/13/2010
Total Attachments: 2 source=WME INC to Watermill Express LLC#page1.tif source=WME INC to Watermill Express LLC#page2.tif	

Trademark Assignment

WHEREAS, WME, INC., a Corporation under the laws of Delaware, with a principal address of 177 West Jessup, Brighton, CO 80601 ("Assignor"), is the owner of the following trademark application(s) and/or registration(s) set forth on the accompanying Schedule A (the "Mark(s)");

WHEREAS, Watermill Express, LLC, a Limited Liability Company under the laws of Delaware, with a principal address of 177 West Jessup, Brighton, CO 80601, (the "Assignee"), is desirous of acquiring said Mark(s) and all title and rights thereunder, together with the goodwill of the business with which the Mark(s) is used and which is symbolized by the Mark(s);

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark(s), including any applications to register the Mark(s), together with the goodwill of the business symbolized by the Mark(s), all common law rights related to the Mark(s), all rights of renewal and extension, and the right to recover for damages and profits for past infringements thereof.

WME, INC.

Date: 7-12-2010

By 

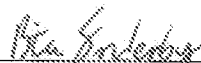
Name: Lani Dolifka
Title: CO-CEO

STATE OF COLORADO)

) ss.

COUNTY OF Adams)

On this 12 day of July, 2010, before me personally appeared Lani Dolifka, to me known to be the person described in and who executed the foregoing instrument and acknowledged that s/he executed the same as his/her free act and deed.

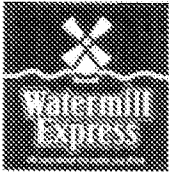
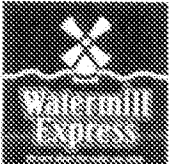

Notary Public

SCHEDULE A

Trademark Registrations

<u>Mark</u>	<u>Int. Class</u>	<u>Country</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
GET A BETTER WATER HABIT	040	U.S.	3,761,137	03/16/2010

Trademark Applications

<u>Mark</u>	<u>Int. Class</u>	<u>Country</u>	<u>Appln. No.</u>	<u>Appln. Date</u>
WATERMILL EXPRESS	032	U.S.	77/796,830	08/04/2009
WATERMILL EXPRESS	040	U.S.	77/796,910	08/04/2009
	032	U.S.	77/796,790	08/04/2009
	040	U.S.	77/796,902	08/04/2009