

Form PTO-1594 (Rev. 01-09)
OMB Collection 0651-0027 (exp. 02/28/2009)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Keith Chamish

- Individual(s)
- General Partnership
- Corporation- State:
- Other
- Association
- Limited Partnership

Citizenship (see guidelines) resident of New York State

Additional names of conveying parties attached? Yes No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) October 29, 2009

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Downs Rochlin Martin PLLC

Internal Address:

Street Address: 199 Main Street

City: Burlington

State: Vermont

Country: USA Zip: 05402

- Association. Citizenship
- General Partnership. Citizenship
- Limited Partnership. Citizenship
- Professional Limited Liability Corporation. Citizenship Vermont
- Other. Citizenship

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

77/632,764

B. Trademark Registration No.(s)

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

PLAY (Block Letters)

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Dinisa H. Folmar

Internal Address:

Street Address: One Coca-Cola Plaza

City: Atlanta

State: Georgia Zip: 30313

Phone Number: 404 676 2351

Fax Number: 404 598 2351

Email Address: d.folmar@na.ko.edm

6. Total number of applications and registrations involved:

One

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment information:

Deposit Account Number 032325

Authorized User Name Dinisa H. Folmar

9. Signature:

DH Folmar

Signature

August 20, 2010
Date

Dinisa H. Folmar

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

CH \$40.00 032325 77632764

TRADEMARK ASSIGNMENT

WHEREAS, KEITH CHAMISH, d/b/a Interactive Beverages, an individual resident of the State of New York, having an address of 7 North Sherri Lane, Spring Valley, New York 10977 ("Assignor"), is the owner of all right, title and interest in and to the trademark PLAY for non-alcoholic beverages in International Class 32 (the "Trademark"), and all goodwill related thereto, and application Serial Number 77/632,764 for registration thereof (the "Application"); and

WHEREAS, DOWNS RACHLIN MARTIN PLLC, a Vermont professional limited liability corporation having an address of 199 Main Street, Burlington, Vermont 05402 ("Assignee"), is desirous of acquiring the Trademark and goodwill associated therewith, and the Application, and is the successor to the portion of the business of the Assignor to which the Trademark pertains; and


WHEREAS, the assignment of the Trademark and the Application shall be made of record in the United States Patent and Trademark Office; and

WHEREAS, Assignor agrees that he will execute or arrange for execution of such further assignment documents or other legal instruments as may be required, if any, from Assignor to permit Assignee to obtain recordation of the assignment of the Trademark and the Application from Assignor to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, free and clear of all liens and encumbrances, all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, and the Application, as well as all rights to damages and profits, due or accrued, arising out of past infringements of the Trademark, and the right to sue and recover for same.

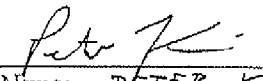
IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be signed by a duly authorized officer or individual this 29th day of October, 2009.

Date: October 29, 2009


KEITH CHAMISH

DOWNNS RACHLIN MARTIN PLLC

Date: October 29, 2009

By: 
Name: PETER KUNIN
Title: ASSISTANT SECRETARY

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