

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
ICE RIVER SPRINGS WATER CO INC		09/15/2010	CORPORATION: CANADA

RECEIVING PARTY DATA

Name:	HSBC Capital (Canada) Inc
Street Address:	70 York Street, 7th Floor
City:	Toronto
State/Country:	ONTARIO
Postal Code:	M5J 1S9
Entity Type:	Bank: CANADA

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	77966371	WHAT NATURE PROVIDES, WE HAVE A PASSION TO PRESERVE.
Serial Number:	77681656	EAST SHORE SPRINGS
Serial Number:	77516487	PRISTINE SPRINGS
Serial Number:	77123138	TRUE ESSENCE
Serial Number:	76367751	SPRINGDALE MOUNTAIN NATURAL SPRING WATER
Serial Number:	76367750	BLUE MOUNTAIN NATURAL SPRING WATER
Serial Number:	75250620	CANADIAN ESSENCE
Serial Number:	75001871	ICE RIVER SPRINGS

CORRESPONDENCE DATA

Fax Number: (416)361-2567
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 416-367-6634
 Email: dbrinza@blgcanada.com

OP \$215.00 77966371

Correspondent Name: Daniel Brinza, Borden Ladner Gervais LLP
Address Line 1: 40 King St. West
Address Line 4: Toronto, ONTARIO M5H3Y4

ATTORNEY DOCKET NUMBER:	039435/000002
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NAME OF SUBMITTER:	Daniel Brinza
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Signature:	/dlb/
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Date:	09/22/2010
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Total Attachments: 2

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NOTICE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

TO: THE HONORABLE COMMISSIONER OF PATENTS AND TRADEMARKS

This Notice of Security Interest in Intellectual Property is made as of Sept 15, 2010 by Ice River Springs Water Co. Inc., (the "Debtor") with reference to the following facts:

1. The Debtor has entered into agreements (as hereafter amended, supplemented, modified or replaced from time to time) with HSBC Capital (Canada) Inc. (the "Lender") and has granted security for the repayment and discharge of all indebtedness, obligations and liabilities of any kind, now or hereafter existing, direct or indirect, absolute or contingent, joint or several, of the Debtor to the Lender.
2. The Debtor has agreed to grant the Lender a security interest in, among other things, the Debtor's trademarks listed in Schedule "A" attached hereto (collectively, the "Trademarks"), in which the Debtor now has or at any time hereafter acquires an interest.

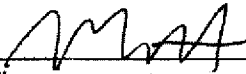
NOW THEREFORE NOTICE IS GIVEN TO THE COMMISSIONER OF PATENTS AND TRADEMARKS THAT the Debtor has granted a security interest in the Trademarks to the Lender and the Commissioner of Patents and Trademarks is hereby requested to note the security interests in favour of the Lender in the records relating to the Trademarks.

This Notice of Security Interest in Intellectual Property shall enure to the benefit of the Lender, its successors and permitted assigns, and shall be binding upon the Debtor and its successors and permitted assigns.

IN WITNESS WHEREOF the undersigned has caused this Notice of Security Interest in Intellectual Property to be signed by its duly authorized officer(s) on the date first written above.

ICE RIVER SPRINGS WATER CO. INC.

By:


Name: Alexandra Gott
Title: Secretary

By:

Name:
Title:

NOTICE OF SECURITY INTEREST IN IP - USPTO
ICE RIVER SPRINGS WATER CO. INC.

SCHEDULE "A"

Trademarks:

Word Mark	Registration No.	Application/Serial No.	Live/Dead
WHAT NATURE PROVIDES, WE HAVE PASSION TO PRESERVE	N/A	77966371	LIVE
EAST SHORE SPRINGS	3759101	77681656	LIVE
PRISTINE SPRINGS	N/A	77516487	DEAD
TRUE ESSENCE	3473123	77123138	LIVE
SPRINGDALE MOUNTAIN NATURAL SPRING WATER	N/A	76367751	DEAD
BLUE MOUNTAIN NATURAL SPRING WATER	N/A	76367750	DEAD
CANADIAN ESSENCE	2202127	75250620	LIVE
ICE RIVER SPRINGS	2090451	75001871	LIVE

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NOTICE OF SECURITY INTEREST IN IP - USPTO
ICE RIVER SPRINGS WATER CO. INC.