

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
Coast Beverage Group, LLC		10/14/2010	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Pre Beverage Company, LLC		
Street Address:	2701 Dow Avenue		
City:	Tustin		
State/Country:	CALIFORNIA		
Postal Code:	92780		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3670097	PRE	
Registration Number:	3680586	PRE	
Serial Number:	77769204	PRE	
Serial Number:	77633180	PRE	
Serial Number:	77442130	PRE PREBIOTICS	
Registration Number:	3628258	BEFORE EVERYTHING	
CORRESPONDENCE DATA			
Fax Number:	(949)474-2060		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949-255-6950		
Email:	ipdocket@gordonrees.com		
Correspondent Name:	Lindsay J. Hulley, c/o Gordon & Rees LLP		
Address Line 1:	2211 Michelson Drive		
Address Line 2:	Suite 400		
Address Line 4:	Irvine, CALIFORNIA 92612		

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TRADEMARK

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REEL: 004296 FRAME: 0594

ATTORNEY DOCKET NUMBER:	STRB 1047928
NAME OF SUBMITTER:	Lindsay J. Hulley
Signature:	/Lindsay J. Hulley/
Date:	10/14/2010
Total Attachments: 3 source=Coast Beverage Group Trademark Assignments#page1.tif source=Coast Beverage Group Trademark Assignments#page2.tif source=Coast Beverage Group Trademark Assignments#page3.tif	

ASSIGNMENT OF TRADEMARK

WHEREAS, COAST BEVERAGE GROUP, LLC, a California limited liability company, (hereinafter "Assignor"), has adopted and is the owner of following United States trademarks (collectively the "Trademarks"):

<u>Mark</u>	<u>Serial or Registration No.</u>	<u>Filing or registered date</u>
PRE	Reg. No. 3,670,097	Registered August 18, 2009
	Reg. No. 3,680,586	Registered September 8, 2009
	Serial No. 77/769,204	Filed June 26, 2009
	Serial No. 77/633,180	Filed December 15, 2008
PRE PREBIOTICS	Serial No. 77/442,130	Filed April 7, 2008
BEFORE EVERYTHING	Reg. No. 3628258	Registered May 26, 2009

WHEREAS, PRE BEVERAGE COMPANY, LLC, a Delaware limited liability company (hereinafter "Assignee") is desirous of acquiring the above Trademarks and the applications and/or registrations thereof, together with all of Assignor's rights and ownership in said Trademarks, as well as the goodwill of the business associated with said Trademarks.

WHEREAS, Assignee is the successor to the portion of the business of Assignor to which the Trademarks pertain, and that business is ongoing and existing, pursuant to Section 10 of the Trademark Act, 15 U.S.C. § 1060; 37 C.F.R. § 3.16.

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the full receipt and sufficiency of which are hereby acknowledged, Assignor, does hereby, assign, transfer and convey unto Assignee, all of its worldwide right, title and interest in and to the aforesaid Trademarks, including all rights to sue for infringement of said mark, the same to be held and enjoyed by Assignee, its successors and assigns, effective as of February 18, 2010 as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of Orange }

On 10/14/10 before me, Sue L. Webster, Notary Public
Date Here Insert Name and Title of the Officer

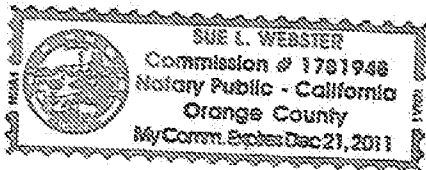
personally appeared Mark Danner
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) ~~is/are~~ subscribed to the within instrument and acknowledged to me that ~~he/she/they~~ executed the same in ~~his/hers/their~~ authorized capacity(ies), and that by ~~his/hers/their~~ signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Sue L. Webster
Signature of Notary Public



Place Notary Seal Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Assignment of Trademark

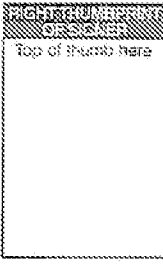
Document Date: _____ Number of Pages: 2

Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: Mark Danner

- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____



Signer is Representing: _____

Signer's Name: _____

- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____



Signer is Representing: _____