

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
ISI BRANDS INC.		12/06/2010	CORPORATION: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Conopco, Inc.		
<b>Street Address:</b>	700 Sylvan Avenue		
<b>City:</b>	Englewood Cliffs		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07632		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3325744	DRINK POSITIVE	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(212)310-1659		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2126264557		
Email:	nyctrademarks@bakermckenzie.com		
Correspondent Name:	Lisa W. Rosaya		
Address Line 1:	1114 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	39193324.05 AU02QUO		
NAME OF SUBMITTER:	Lisa W. Rosaya		
Signature:	/lwr/		
Date:	01/05/2011		

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Total Attachments: 2

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## ASSIGNMENT OF TRADEMARKS


The undersigned, ISI BRANDS INC., a Michigan corporation, with a business address of 3133 Orchard Vista Drive, Grand Rapids, Michigan 49546 ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from CONOPCO, INC., a New York corporation, with a business address of 700 Sylvan Avenue Englewood Cliffs, New Jersey 07632 ("Assignee") and pursuant to a certain Trademark Purchase and Assignment Agreement entered into as of December 6, 2010 by and between Assignor and Assignee, does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to:

the U.S. trademarks, service marks, trade names, logos, insignias, designs and other proprietary interests therein relating to the DRINK POSITIVE trademark, including, without limitation, the registration therefor listed on Exhibit A hereto, together with the whole of the goodwill of the business associated therewith, (the "Trademarks")

to be held and enjoyed by Assignee, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trademarks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement, dilution, misappropriation or other violation of the Trademarks, with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

IN TESTIMONY WHEREOF, Assignor has caused this Assignment to be executed.

ISI BRANDS INC.

By:   
\_\_\_\_\_

Name: Mark A. Fox

Title: President and Chief Operating Officer

Date: November 29, 2010

**EXHIBIT A**

<b>REG. NO.</b>	<b>TRADEMARK</b>
3325744	DRINK POSITIVE