

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		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>
H2Orange, LLC		01/20/2011	LIMITED LIABILITY COMPANY: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Board of Regents of The University of Texas System		
<b>Street Address:</b>	201 West 7th Street		
<b>City:</b>	Austin		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	78701		
<b>Entity Type:</b>	STATE AGENCY: TEXAS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77981021	DRINK WATER, BLEED ORANGE.	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(512)322-5201		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	512-322-5200		
<b>Email:</b>	tmcentral@pirkeybarber.com		
<b>Correspondent Name:</b>	Alison D. Frey		
<b>Address Line 1:</b>	600 Congress Ave		
<b>Address Line 4:</b>	Austin, TEXAS 78701		
<b>ATTORNEY DOCKET NUMBER:</b>	UTTB708		
<b>NAME OF SUBMITTER:</b>	Alison D. Frey		
<b>Signature:</b>	/Alison D. Frey/		
<b>Date:</b>	01/31/2011		

OP \$40.00 77981021

Total Attachments: 1  
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**TRADEMARK ASSIGNMENT**

This TRADEMARK ASSIGNMENT (this "Assignment") is entered into by H2Orange, LLC ("Assignor"), as assignor, in favor of The Board of Regents of The University of Texas System ("Assignee"), as assignee, with reference to the following facts and circumstances:

WHEREAS, Assignor is the owner of the trademark DRINK WATER, BLEED ORANGE and corresponding federal Application Serial No. 77981021 (respectively, hereinafter referred to as the "Mark" and the "Application");

WHEREAS, Assignee desires to acquire any rights and goodwill associated with the Mark and Application now that use of the mark has commenced and a Statement of Use has been filed in connection with the Application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer unto Assignee all right, title and interest of Assignor in and to the Mark and the Application therefor, and Assignee agrees to reimburse Assignor for its expenses in connection with the filing of the Application in the amount of \$1525.

Assignor does hereby expressly agree that Assignee may singly, and without assistance or consent from Assignor, undertake procedures to record the transfer of the Application to Assignee in the United States Patent and Trademark Office.

In testimony whereof, the parties have caused this Assignment to be executed by their officer(s) thereunto duly authorized.

H2Orange, LLC

By: Tim McClure  
Name: Tim McClure  
Title: Founder & CEO  
Dated: 1/20/2011

The Board of Regents of The University of Texas System

By: Craig Westemeier  
Name: Craig Westemeier  
Title: Asst. Athletic Director  
Dated: 1/31/2011