

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Mars, Incorporated		02/11/2011	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Mars Drinks UK Limited
<b>Street Address:</b>	3D Dundee Road
<b>City:</b>	Slough, Berkshire
<b>State/Country:</b>	UNITED KINGDOM
<b>Postal Code:</b>	SL1 4LG
<b>Entity Type:</b>	Private Limited Company: UNITED KINGDOM

**PROPERTY NUMBERS Total: 30**

Property Type	Number	Word Mark
Registration Number:	3580965	BRIGHTER TOMORROW
Registration Number:	3813006	BRIGHTER TOMORROW AT ORIGIN
Registration Number:	3606392	BRIGHTER TOMORROW AT ORIGIN
Registration Number:	3820558	BRIGHTER TOMORROW AT ORIGIN
Registration Number:	3458629	BRIGHTER TOMORROW AT ORIGIN
Registration Number:	3319283	CREATION 400
Registration Number:	2646502	FLAVIA
Registration Number:	2168427	FLAVIA
Registration Number:	1846869	FLAVIA
Registration Number:	2584957	FLAVIA
Registration Number:	3870821	FLAVIA CREATION
Registration Number:	3113909	FLAVIA
Registration Number:	3737716	FLAVIA
Registration Number:	2204572	FLAVIA

**OP \$765.00 3580965**

Registration Number:	3178667	FLAVIA FUSION
Registration Number:	3664038	FLAVIA PEPPERMINT COOL
Registration Number:	3728358	FLAVIA PEPPERMINT PADDY
Registration Number:	3737700	FLAVIA THINK FRESH!
Registration Number:	3871605	SOURCE · SEAL · SERVE
Serial Number:	85129245	BRIGHTER TOMORROW
Serial Number:	85129261	BRIGHTER TOMORROW
Serial Number:	77489470	FRESH RELEASE
Serial Number:	77981134	FRESH RELEASE
Serial Number:	77344686	KLIX
Serial Number:	77898872	KLIX
Serial Number:	77921368	LOVE THE LEAF
Serial Number:	77489476	SOURCE ? SEAL ? SERVE
Serial Number:	77942600	THE BRIGHT TEA CO.
Serial Number:	77853570	THE BRIGHT TEA COMPANY
Serial Number:	77684690	YOUR PARTNER AT WORK

**CORRESPONDENCE DATA**

Fax Number: (202)857-6395  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 202-857-6000  
Email: booth.heather@arentfox.com  
Correspondent Name: Cristina A. Carvalho  
Address Line 1: Arent Fox LLP 1050 Connecticut Avenue NW  
Address Line 2: TM Docket  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20036-5339

ATTORNEY DOCKET NUMBER: CLASSIC DRINKS 033230.000

**DOMESTIC REPRESENTATIVE**

Name: Cristina A. Carvalho  
Address Line 1: Arent Fox LLP 1050 Connecticut Avenue NW  
Address Line 2: TM Docket  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20036-5339

NAME OF SUBMITTER: Cristina A. Carvalho, Attorney of record

Signature: /Cristina A. Carvalho/

Date: 02/17/2011

Total Attachments: 2

source=Mars Inc. to Mars Drinks UK Ltd#page1.tif

source=Mars Inc. to Mars Drinks UK Ltd#page2.tif

## TRADEMARK ASSIGNMENT

WHEREAS, Mars, Incorporated ("Assignor") of 6885 Elm Street, McLean, Virginia, United State of America 22101, a corporation organized and existing under the laws of the State of Delaware, has adopted and uses or intends to use in commerce the marks listed in Exhibit 1 (the "Marks"), and has registered or applied to register the Marks in the United States Patent and Trademark Office; and

WHEREAS, Mars Drinks UK Limited ("Assignee") of 3D Dundee Road, Slough, Berkshire, SL1 4LG, United Kingdom, a private limited company organized and existing under the laws of the United Kingdom, seeks to acquire all right, title, and interest in and to the Marks and the applications and registrations for the Marks, together with the goodwill of the business symbolized by the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee all right, title, and interest in and to the Marks and the applications and registrations for the Marks, together with the goodwill of the business symbolized by the Marks.

MARS, INCORPORATED

By: Fernanda Magalhães

Name: Fernanda Magalhães  
Title: Marketing Properties Manager and  
Assistant Secretary

Date: February 11, 2011.

**EXHIBIT 1  
TRADEMARKS**

**U.S. Trademark Registrations**

<i>Mark</i>	<i>U.S. Registration No.</i>	<i>Registration Date</i>
BRIGHTER TOMORROW	3580965	Feb-24-2009
BRIGHTER TOMORROW AT ORIGIN	3813006	Jul-6-2010
BRIGHTER TOMORROW AT ORIGIN	3606392	Apr-14-2009
BRIGHTER TOMORROW AT ORIGIN DEVICE	3820558	Jul-20-2010
BRIGHTER TOMORROW AT ORIGIN DEVICE	3458629	Jul-1-2008
CREATION 400	3319283	Oct-23-2007
FLAVIA	2646502	Nov-5-2002
FLAVIA	2168427	Jun-23-1998
FLAVIA	1846869	Jul-26-1994
FLAVIA & TEA POT B/W DEVICE	2584957	Jun-25-2002
FLAVIA CREATION	3870821	Nov-2-2010
FLAVIA DEVICE	3113909	Jul-11-2006
FLAVIA DEVICE	3737716	Jan-12-2010
FLAVIA DEVICE	2204572	Nov-17-1998
FLAVIA FUSION	3178667	Nov-28-2006
FLAVIA PEPPERMINT COOL	3664038	Aug-4-2009
FLAVIA PEPPERMINT PADDY	3728358	Dec-22-2009
FLAVIA THINK FRESH!	3737700	Jan-12-2010
SOURCE - SEAL - SERVE DEVICE	3871605	Nov-2-2010

**U.S. Trademark Applications**

<i>Mark</i>	<i>U.S. Application No.</i>	<i>Application Date</i>
BRIGHTER TOMORROW	85129245	Sep-14-2010
BRIGHTER TOMORROW & DEVICE	85129261	Sep-14-2010
FRESH RELEASE DEVICE	77489470	Jun-3-2008
FRESH RELEASE DEVICE	77981134	Jun-3-2008
KLIX	77344686	Dec-5-2007
KLIX	77898872	Dec-22-2009
LOVE THE LEAF	77921368	Jan-27-2010
SOURCE - SEAL - SERVE - DEVICE	77489476	Jun-3-2008
THE BRIGHT TEA CO.	77942600	Feb-23-2010
THE BRIGHT TEA COMPANY	77853570	Oct-21-2009
YOUR PARTNER AT WORK	77684690	Mar-5-2009