

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
JARL INVESTMENTS, L.P.		02/04/2011	LIMITED PARTNERSHIP: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Red Bull GmbH		
Street Address:	Am Brunnen 1		
City:	Fuschl am See		
State/Country:	AUSTRIA		
Postal Code:	A-5330		
Entity Type:	LIMITED LIABILITY COMPANY: AUSTRIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2539245	RED BULL INN	
Registration Number:	2539246	RED BULL INN	
CORRESPONDENCE DATA			
Fax Number:	(408)850-1955		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	408-266-4700		
Email:	MRG@TechMark.com		
Correspondent Name:	TechMark a Law Corporation		
Address Line 1:	4820 Harwood Road, 2nd Floor		
Address Line 4:	San Jose, CALIFORNIA 95124		
ATTORNEY DOCKET NUMBER:	REDBULLINN-ASSIGNMENTS		
DOMESTIC REPRESENTATIVE			
Name:	TechMark a Law Corporation		
Address Line 1:	4820 Harwood Road, 2nd Floor		

OP \$65.00 2539245

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**TRADEMARK
 REEL: 004484 FRAME: 0277**

Address Line 4: San Jose, CALIFORNIA 95124

NAME OF SUBMITTER:	Mariela P. Vidolova
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Signature:	/Mariela P Vidolova/
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Date:	02/22/2011
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Total Attachments: 1 source=RED BULL INN-Reg2539245 & Reg2539246-TrademarkAsgmt-Signed#page1.tif

TRADEMARK ASSIGNMENT

WHEREAS, JARL Investments, L.P., a Pennsylvania Limited Partnership, with offices at 1 Mary Drive, Carnegie, Pennsylvania 15106 ("Assignor") is the actual, equitable, legal and record owner, free and clear of all liens, claims or rights of others, of all right, title and interest in and to the trademarks RED BULL INN of U.S. Reg. No. 2,539,245 and RED BULL INN & Design of U.S. Reg. No. 2,539,246 for registration thereof on the Principal Register of the U.S. Patent and Trademark Office, issued February 19, 2002 (the "Trademarks"); and

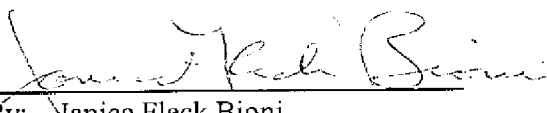
WHEREAS, Assignor is the actual, equitable, legal and record owner of the Trademarks and now desires to assign all right, title and interest in and to said Trademarks, including U.S. Reg. Nos. 2,539,245 and 2,539,246, to Assignee as set forth below; and

WHEREAS, RED BULL GMBH, an Austrian Limited Liability Company, of Am Brunnen 1, Fuschl am See, 5330 Austria ("Assignee"), desires to acquire the entire right, title and interest in and to the Trademarks and U.S. Reg. Nos. 2,539,245 and 2,539,246, and all common law and other rights therein and attendant thereto to the exclusion of all others, including Assignor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Trademarks and to U.S. Reg. Nos. 2,539,245 and 2,539,246, together with the goodwill of Assignor associated with the use of and symbolized by the Trademarks, and any and all causes of action or other rights to file and prosecute administrative or legal actions, past, present and future, to establish or enforce any of such intellectual property rights, including the right to collect damages for infringement. Assignor further agrees that it retains no rights in the Trademarks, the intent and purpose of this Assignment being to fully convey and transfer all such rights to Assignee free and clear of all liens, claims or rights of others, for the quiet and peaceful enjoyment thereof by Assignee, without interference or objection by others.

JARL Investments, L.P., by
JDR LLC, its General Partner

Dated: 4 Day of February, 2011
at Carnegie, PA


By: Janice Fleck Bioni
Title: President, JDR LLC, in its capacity as
General Partner of JARL Investments, L.P.