

**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>
Mars GmbH		02/08/2011	LIMITED LIABILITY COMPANY: GERMANY
<b>RECEIVING PARTY DATA</b>			
<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 Liability Company: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85085716	ALTERRA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)857-6395		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	202-857-6000		
<b>Email:</b>	tmdocket@arentfox.com		
<b>Correspondent Name:</b>	Cristina A. Carvalho		
<b>Address Line 1:</b>	Arent Fox LLP 1050 Connecticut Avenue NW		
<b>Address Line 2:</b>	TM Docket		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20036-5339		
<b>ATTORNEY DOCKET NUMBER:</b>	ALTERRA 033230.00019		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Cristina A. Carvalho		
<b>Address Line 1:</b>	Arent Fox LLP 1050 Connecticut Avenue NW		

OP \$40.00 85085716

**900185332**

**TRADEMARK  
 REEL: 004488 FRAME: 0906**

Address Line 2: TM Docket

Address Line 4: Washington, DISTRICT OF COLUMBIA 20036-5339

NAME OF SUBMITTER:

Loni J. Sherwin, Attorney of record

Signature:

/Loni J. Sherwin/

Date:

03/02/2011

Total Attachments: 2

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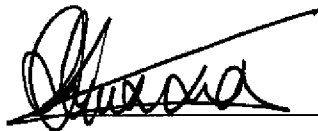
## TRADEMARK ASSIGNMENT

WHEREAS, Mars GmbH ("Assignor") of Eitzer Straße 215, 27283 Verden/Aller, Germany, a limited liability company organized and existing under the laws of Germany, has adopted and uses or intends to use in commerce the marks listed in Exhibit 1 (the "Marks"), and has 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 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 for the Marks, together with the goodwill of the business symbolized by the Marks.

MARS GMBH

By: 

Name: EVIE KYRIAKIDES

Title: AUTHORISED SIGNATORY

Date: 8<sup>TH</sup> FEBRUARY 2011

**EXHIBIT 1**

**Marks**

<i>Mark</i>	<i>U.S. Application No.</i>	<i>Filing Date</i>
ALTERRA	85/085,716	Jul-15-2010
HARDWORKING COFFEE	79/085,992	May-10-2010