

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
Mars Drinks North America LLC		03/08/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Mars Drinks UK Limited		
Street Address:	3D Dundee Road		
City:	Slough, Berkshire		
State/Country:	UNITED KINGDOM		
Postal Code:	SL1 4LG		
Entity Type:	Private Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2638848	ALTERRA	
Registration Number:	3782061	ALTERRA	
CORRESPONDENCE DATA			
Fax Number:	(202)857-6395		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-857-6000		
Email:	tmdocket@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:	ALTERRA 033230.00019		
DOMESTIC REPRESENTATIVE			
Name:	Cristina A. Carvalho		

OP \$65.00 2638848

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**TRADEMARK
 REEL: 004495 FRAME: 0604**

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:	Loni J. Sherwin, attorney of record
Signature:	/Loni J. Sherwin/
Date:	03/10/2011
Total Attachments: 2 source=Mars Drinks North America LLC to Mars Drinks UK Limited#page1.tif source=Mars Drinks North America LLC to Mars Drinks UK Limited#page2.tif	

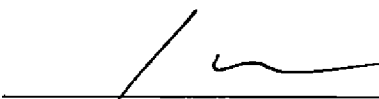
TRADEMARK ASSIGNMENT

WHEREAS, Mars Drinks North America, LLC ("Assignor") of 1301 Wilson Drive, West Chester, Pennsylvania 19380, United States, a limited liability company organized and existing under the laws of the State of Delaware, owns all right, title, and interest in and to the marks listed in Exhibit 1 (the "Marks"), and has registered 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 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 registrations for the Marks, together with the goodwill of the business symbolized by the Marks.

MARS DRINKS NORTH AMERICA, LLC

By: 

Name: Khaled Rabbani

Title: MARCH 6, 2011

Date: General Counsel + Asst. Secretary

EXHIBIT 1

Marks

<i>Mark</i>	<i>U.S. Registration No.</i>	<i>Registration Date</i>
ALTERRA	2638848	Oct-22-2002
ALTERRA	3782061	Apr-27-2010