

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
The Beverly Hills Drink Company, Inc.		05/20/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Torand Productions Inc.		
Street Address:	4024 Radford Avenue		
City:	Studio City		
State/Country:	CALIFORNIA		
Postal Code:	91604		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77683091	BEVERLY HILLS 90H2O	
Serial Number:	85273202	90H2O	
CORRESPONDENCE DATA			
Fax Number:	(212)975-0114		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	shirley.ramos@cbs.com		
Correspondent Name:	Mallory Levitt		
Address Line 1:	51 West 52nd Street		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	BEVERLY HILLS 90H2O ASSIG		
NAME OF SUBMITTER:	Mallory Levitt		
Signature:	/ml/		
Date:	05/25/2011		
Total Attachments: 1 source=Gluck assignment#page1.tif			

CH \$65.00 77683091

EXHIBIT C

ASSIGNMENT OF TRADEMARKS

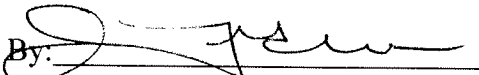
WHEREAS, The Beverly Hills Drink Company, Inc. ("Assignor"), a California corporation with its principal place of business at 333 S. Beverly Drive, Suite 111, Beverly Hills, CA 90212, is the owner of Serial No. 77/683,091 for the mark BEVERLY HILLS 90H20 by assignment from Adrian Gluck dated May 28, 2010 and recorded on June 3, 2010; and Serial No. 85/273,202 for the mark 90H2O on and in connection with goods in Class 32 (the "BH Drink Marks") and desires to assign all right, title and interest in and to the BH Drink Marks, together with the goodwill and business symbolized thereby; and

WHEREAS, Torand Productions Inc. ("Assignee"), a Delaware corporation with its principal place of business at 4024 Radford Avenue, Studio City, CA 91604, desires to obtain all rights in and to the BH Drink Marks.

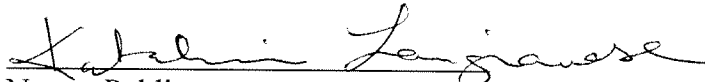
NOW, THEREFORE, for good and valuable consideration, Assignor hereby sells, transfers, conveys and assigns to Assignee, all of Assignor's right, title and interest in and to the Mark, whether statutory or at common law, including all registrations and applications therefore, the right to recover for past infringement, and the goodwill of the business in connection with which it has been used.

IN WITNESS WHEREOF, Assignor has caused this document to be executed as of the 20 day of MAY, 2011.

THE BEVERLY HILLS DRINK COMPANY, INC.

By: 
Name: JON GLUCK
Title: PRESIDENT

Sworn to before me this 23rd
day of MAY, 2011


Notary Public

