

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
Double Blue Jay Corporation		05/05/2011	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Hansen Beverage Company		
Street Address:	550 Monica Circle, Suite 201		
City:	Corona		
State/Country:	CALIFORNIA		
Postal Code:	92880		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3642853	HAMMER'S	
CORRESPONDENCE DATA			
Fax Number: (949)760-9502			
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone: 9497600404			
Email: efiling@kmob.com			
Correspondent Name: Diane Reed-Knobbe, Martens, Olson & Bear			
Address Line 1: 2040 Main Street, 14th Floor			
Address Line 4: Irvine, CALIFORNIA 92614			
ATTORNEY DOCKET NUMBER:	HANBEV.1041T		
NAME OF SUBMITTER:	Diane M. Reed		
Signature:	/ diane m. reed /		
Date:	05/26/2011		
Total Attachments: 2 source=HANBEV1041T#page1.tif source=HANBEV1041T#page2.tif			

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TRADEMARK
REEL: 004549 FRAME: 0195

TRADEMARK ASSIGNMENT

This Trademark Assignment is effective as of May 5, 2011, by and between Double Blue Jay Corporation, a Florida corporation ("ASSIGNOR"), and Hansen Beverage Company, a Delaware corporation ("ASSIGNEE").

WHEREAS, ASSIGNOR has adopted, used and is using the trademark HAMMER'S for soft drinks and energy drinks (collectively referred to as the "Trademark");

WHEREAS, ASSIGNOR is the owner of U.S. Trademark Registration No. 3,642,853 issued June 23, 2009 for the mark HAMMER'S (referred to as the "Registration");

WHEREAS, ASSIGNEE desires to acquire all of ASSIGNEE's rights, title, and interest in and to the Trademark and the Registration; and

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademark and Registration;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the following:

- (1) the Trademark; and
- (2) the Registration;

together with the goodwill symbolized by the Trademark and the Registration, concurrent with the transfer of certain tangible assets as indicia of said goodwill.

DOUBLE BLUE JAY CORPORATION
a Florida corporation

HANSEN BEVERAGE COMPANY
a Delaware corporation

By: _____
Name: _____
Title: _____

By:  _____
Rodney C. Sacks
Chairman and CEO

Date: _____

Date: May 5, 2011

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WHEREAS, ASSIGNEE desires to acquire all of ASSIGNEE's rights, title, and interest in and to the Trademark and the Registration; and

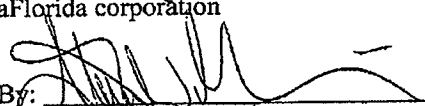
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together with the goodwill symbolized by the Trademark and the Registration, concurrent with the transfer of certain tangible assets as indicia of said goodwill.

DOUBLE BLUE JAY CORPORATION
a Florida corporation

By: 
Name: Steve Williams
Title: President

Date: May 5, 2011

HANSEN BEVERAGE COMPANY
a Delaware corporation

By: _____
Rodney C. Sacks
Chairman and CEO

Date: _____