

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
KELLY PIONEER GROUP, INC.		07/19/2011	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	THE CONCENTRATE MANUFACTURING COMPANY OF IRELAND		
Street Address:	THE CORNER HOUSE, 20 PARLIAMENT STREET		
City:	HAMILTON		
State/Country:	BERMUDA		
Entity Type:	CORPORATION: IRELAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3412283	ICEBOLTZ	
CORRESPONDENCE DATA			
Fax Number:	(914)253-3331		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	914-253-3443		
Email:	LORI.BARNETT@PEPSICO.COM		
Correspondent Name:	PEPSICO, INC.		
Address Line 1:	700 ANDERSON HILL ROAD		
Address Line 4:	PURCHASE, NEW YORK 10577		
DOMESTIC REPRESENTATIVE			
Name:	ELIZABETH N. BILUS, ESQ., PEPSICO, INC.		
Address Line 1:	700 ANDERSON HILL ROAD		
Address Line 4:	PURCHASE, NEW YORK 10577		
NAME OF SUBMITTER:	ELIZABETH N. BILUS		
Signature:	/elizabeth n bilus/		
Date:	07/22/2011		
Total Attachments: 1 source=ICEBOLTZ Assignment to CMC/#page1.tif			

CH \$40.00 3412283


ASSIGNMENT

WHEREAS, KELLY PIONEER GROUP, INC., a corporation organized and existing under the laws of the state of New York, with offices at 756 River Road, Fair Haven, New Jersey 07704 ("Assignor"), is the owner of the following trademark (the "Mark"), now registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration Number</u>	<u>Registration Date</u>
ICEBOLTZ	3,412,283	April 15, 2008

WHEREAS, THE CONCENTRATE MANUFACTURING COMPANY OF IRELAND, a corporation of Ireland, with offices at The Corner House, 20 Parliament Street, Hamilton, Bermuda ("Assignee"), is desirous of acquiring said registered Mark.

NOW, THEREFOR, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all rights, title and interest in and to the Mark together with the goodwill of the business symbolized by the Mark and the above-named registration therefore, and with all claims arising out of or relating to the use or ownership of the Mark.

By: 
 Name _____
 Title President

KELLY PIONEER GROUP, INC.

Dated: July 19, 2011
RECORDED: 07/22/2011

TRADEMARK
REEL: 004589 FRAME: 0002