

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
R3 Beverage Company, LLC		08/17/2011	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	Goff Industries, LLC		
Street Address:	195 Mayfair Road		
City:	Mooresville		
State/Country:	NORTH CAROLINA		
Postal Code:	28117		
Entity Type:	LIMITED LIABILITY COMPANY: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3237279	R2	
CORRESPONDENCE DATA			
Fax Number:	(704)927-0485		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	7049270400		
Email:	JEFFWATSON@HAMMERPATENT.COM		
Correspondent Name:	Hammer & Associates, P.C.		
Address Line 1:	3125 Springbank Lane, Suite G		
Address Line 4:	Charlotte, NORTH CAROLINA 28226		
ATTORNEY DOCKET NUMBER:	2236.3		
NAME OF SUBMITTER:	Jeffrey C. Watson		
Signature:	/jeffrey c. watson/		
Date:	08/18/2011		
Total Attachments: 1 source=Assignment#page1.tif			

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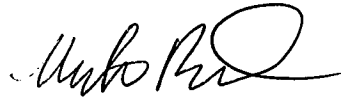
TRADEMARK ASSIGNMENT

WHEREAS, R3 Beverage Company, LLC, a North Carolina limited liability company, having an office at of 3242 India Wilkes Place, Charlotte, North Carolina 28270, US ("ASSIGNOR") owns U.S. Trademark Registration No. 3,237,279 registered May 1, 2007; and

WHEREAS, Goff Industries, LLC, a North Carolina limited liability company, having an office at 195 Mayfair Road, Mooresville, North Carolina 28117, US ("ASSIGNEE"), has acquired from ASSIGNOR all right, title, and interest in, to, and under U.S. Trademark Registration No. 3,237,279, including the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE all right, title and interest in and to the U.S. trademark and all goodwill associated therewith, together with all chose-in-action associated therewith.

R3 BEVERAGE COMPANY, LLC



Mike Ridolfo
President

Date: 8-17, 2011

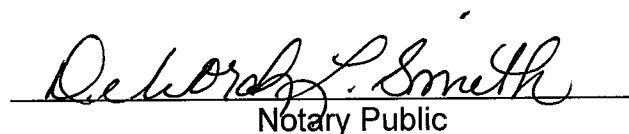
State of North Carolina)

County of Mecklenburg)

On August 17, 2011 before me a Notary Public in and for the county and state aforesaid, appeared MIKE RIDOLFO, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act, and for the uses and purposes therein expressed.

WITNESS my hand and seal the day and year last above given.

(Seal)


Notary Public

My Commission Expires: 3/4/2013