

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
Ash Hodges		07/26/2011	INDIVIDUAL: UNITED STATES
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	
Serial Number:	77949218	DIRT SHARK	
CORRESPONDENCE DATA			
Fax Number:	(949)760-9502		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949 760-0404		
Email:	efiling@kmob.com		
Correspondent Name:	Brigette B. Chaput		
Address Line 1:	2040 Main Street, 14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	HANBEV.993T		
NAME OF SUBMITTER:	Brigette B. Chaput		
Signature:	//Brigette B. Chaput//		
Date:	09/09/2011		
Total Attachments: 2 source=Recordation Cover Sheet and Assignment#page1.tif source=Recordation Cover Sheet and Assignment#page2.tif			

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**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

To the Director, U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

<p>1. Name of conveying party. (List using letters or numbers for multiple parties)</p> <p>Ash Hodges</p> <p>(X) Individual () General Partnership () Association () Limited Partnership () Other: () Corporation of:</p> <p>Additional name(s) of conveying party(ies) attached? () Yes (X) No</p>	<p>2. Name and address of receiving party:</p> <p>Name: Hansen Beverage Company Internal Address: Suite 201 Street Address: 550 Monica Circle City: Corona State: California ZIP: 92880</p> <p>() Individual () General Partnership () Association () Limited Partnership () Other: (X) Corporation of: Delaware</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: () Yes (X) No</p> <p>Additional name(s) and address(es) attached? () Yes (X) No</p>
<p>3. Nature of conveyance:</p> <p>(X) Assignment () Security Agreement () Merger () Change of Name () Other:</p> <p>Execution Date: (List as in section 1 if multiple signatures) July 26, 2011</p>	<p>4. Application number or registration number(s):</p> <p>a. Trademark Application No: 77/949,218</p> <p>b. Trademark Registration No:</p> <p>Additional numbers attached? () Yes (X) No</p>
<p>5. Party to whom correspondence concerning document should be mailed:</p> <p>Customer No. 20,995 Address: Brigitte B. Chaput Knobbe, Martens, Olson & Bear, LLP 2040 Main Street, 14th Floor Irvine, CA 92614 Return Fax: (949) 760-9502 Attorney's Docket No.: HANBEV.993T</p>	<p>6. Total number of applications and registrations involved: 1</p> <p>7. Total fee (37 CFR 1.21(h)): \$40 (X) Total fee is enclosed or/Authorized to be charged to deposit account</p>
<p>8. Deposit account number: 11-1410</p> <p>Please charge this account for any additional fees which may be required, or credit any overpayment to this account.</p>	
<p>9. Statement and signature.</p> <p>To the best of my knowledge and belief, the foregoing information is true and correct, and any attached copy is a true copy of the original document.</p> <p>Brigitte B. Chaput <i>Brigitte B. Chaput</i> 9/9/11 Name of Person Signing Signature Date</p> <p align="center">Total number of pages including cover sheet, attachments and document: 2</p>	

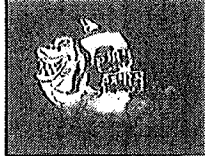
Documents transmitted via Mail to be recorded with required cover sheet information to:

Mail Stop Assignment Recordation Services
 Director, U.S. Patent and Trademark Office
 P.O. Box 1450
 Alexandria, VA 22313-1450

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is effective as of March 1, 2011 (the "Effective Date") by and between Ash Hodges, ("Hodges"), and Hansen Beverage Company, ("Hansen"), a ~~California~~ Delaware corporation having a principal place of business at 550 Monica Circle, Suite 201, Corona, CA 92880.

WHEREAS, Hodges has adopted and is currently using the trademark DIRT SHARK, as shown below in connection with video productions of various sporting events:



WHEREAS, Hodges filed U.S. Service Mark Application Serial No. 77/949,218, filed on March 3, 2010, for the DIRT SHARK mark for services in Class 41;

WHEREAS, Hansen desires to acquire all of Hodges's rights in the DIRT SHARK mark, including the Application, and all associated goodwill and Hodges agrees to assign to ASSIGNEE all of his right, title and interest in and to the DIRT SHARK mark.

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which are hereby acknowledged, Hodges hereby assigns to Hansen all rights, title, and interest as Hodges may possess in and to the DIRT SHARK mark (with or without the design shown above), together with Application Serial No. 77/949,218, and all copyrights in the design and all goodwill symbolized by the DIRT SHARK mark, concurrent with the transfer of certain tangible assets as indicia of goodwill in the mark.

Hodges agrees to execute any further documents which are necessary to affect the rights contemplated by this Agreement.

ASH HODGES

HANSEN BEVERAGE COMPANY

By: [Signature]

By: [Signature]

Printed Name: ASH HODGES

Printed Name: ANTON H SCHROEDER

Date: 7/26/11

Title: VIC CHAIRMAN

Date: AUGUST 30, 2011.

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