

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
PRE Beverage Company, LLC		12/02/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Hansen PRE, LLC		
Street Address:	550 Monica Circle, Suite 201		
City:	Corona		
State/Country:	CALIFORNIA		
Postal Code:	92880		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	77442130	PRE PREBIOTICS	
Serial Number:	77633180	PRE	
Serial Number:	77769204	PRE	
Registration Number:	3670097	PRE	
Registration Number:	3628258	BEFORE EVERYTHING	
Registration Number:	3680586	PRE	
CORRESPONDENCE DATA			
Fax Number:	(949)760-9502		
Phone:	9497600404		
Email:	efiling@kmob.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Diane Reed/Knobbe, Martens, Olson & Bear		
Address Line 1:	2040 Main Street, 14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		

OP \$165.00 77442130

ATTORNEY DOCKET NUMBER:	HANBEV.1161DD
NAME OF SUBMITTER:	Diane M. Reed
Signature:	/ diane m. reed /
Date:	12/13/2011
Total Attachments: 2 source=Executed PRE Trademark Assignment#page1.tif source=Executed PRE Trademark Assignment#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, PRE Beverage Company, LLC, a Delaware limited liability company, (“Assignor”), is the owner of (a) the word mark “PRE” registered with the United States Patent and Trademark Office (the “USPTO”) as serial number 77,319,196 and registration number 3,670,097, (b) the word mark “BEFORE EVERYTHING” registered with the USPTO as serial number 77,411,585 and registration number 3,628,258, and (c) the stylized and/or design mark of the word “PRE” which has above it a series of lines that radiate out in the form of a semi-circle registered with the USPTO as serial number 77,339,398 and registration number 3,680,586 (collectively, the “Registered Marks”);

WHEREAS, Assignor is the owner of applications for (a) the word mark “PRE PREBIOTICS”, serial number 77,442,130, (b) the stylized and/or design mark of the word “PRE” which has above it a series of lines that radiate out in the form of a semi-circle, serial number 77,633,180, and (c) the stylized/and or design mark of the word “PRE” which has above it a series of lines that radiate out in the form of a semi-circle, serial number 77,769,204 (collectively, the “Applications”);

WHEREAS, Assignor and Hansen PRE, LLC, a Delaware limited liability company (“Assignee”) are parties to an Asset Purchase Agreement dated as of December 1, 2011 (“Purchase Agreement”);

WHEREAS, Assignee is the successor to the portion of the business of Assignor to which the Applications pertain, and that business is ongoing and existing, pursuant to Section 10 of the Trademark Act, 15 U.S.C. § 1060; 37 C.F.R. § 3.16;

WHEREAS, Assignee desires to acquire Assignor’s right, title and interest in and to the Registered Marks, including the goodwill of the business associated with the Registered Marks; and

WHEREAS, Assignee desires to acquire Assignor’s right, title and interest in and to the Applications, including the goodwill of the business associated with the Applications.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is acknowledged, and pursuant to the Purchase Agreement, Assignor sells, assigns and transfers its entire right, title and interest in and to the Registered Marks and the Applications, including the goodwill of the business associated with the Registered Marks and Applications, to Assignee, to be held and enjoyed by Assignee for its own use and benefit, and for its legal representatives and assigns, to the full end of the term for which any trademark or other right pertaining to the Registered Marks and Applications are granted, as fully and entirely as it would have been held by Assignor had this assignment not been made (the “Assignment”).

Assignor further agrees to execute, deliver and record all instruments and documents as necessary to carry out the purpose of this Assignment as may be requested by Assignee from time to time.

[Signature Page Follows.]

SIGNATURE PAGE TO TRADEMARK ASSIGNMENT

Executed as of 12-2-, 2011

PRE Beverage Company, LLC,
a Delaware limited liability company

By: Mark Danner
Name: Mark Danner
Title: Manager

By: Richard P. Sweeney
Name: Richard P. Sweeney
Title: Manager

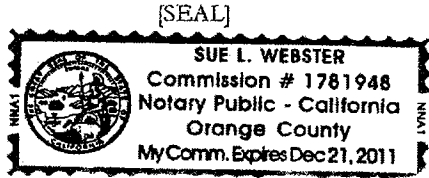
STATE OF California)
COUNTY OF Orange)

On 12/2/11, before me, Sue L. Webster, Notary Public, personally appeared Mark Danner and Richard P. Sweeney,

personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Sue L. Webster
Notary Public in and for said
County and State



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