

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
ARCTIC WATERS, LTD.		03/01/2010	COMPANY: UNITED KINGDOM

RECEIVING PARTY DATA

Name:	STEVEN WEYMER
Street Address:	233 North Guadalupe
Internal Address:	Suite 242
City:	Santa Fe
State/Country:	NEW MEXICO
Postal Code:	87501
Entity Type:	INDIVIDUAL: UNITED STATES

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Serial Number:	78953386	LIQUIDASSETS
Serial Number:	78761898	ISBOKS
Serial Number:	77494235	ECOBX
Serial Number:	77746968	WATER IN A BOX
Serial Number:	77185083	UTLA VALLEY
Serial Number:	77228777	IT'S ALL ABOUT THE SPOUT!
Serial Number:	77255965	
Serial Number:	77196055	
Serial Number:	77171904	GOOD FOR YOU, GOOD FOR THE PLANET.
Serial Number:	78967593	LIQUID ASSETS
Serial Number:	77160820	ARCTIC NATURAL WATERS

CORRESPONDENCE DATA

Fax Number: (610)371-8506

Phone: 609-987-7050
Email: ejs@stevenslee.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Elliott J. Stein, Esq.
Address Line 1: 100 Lenox Drive
Address Line 2: Suite 200
Address Line 4: Lawrenceville, NEW JERSEY 08648

ATTORNEY DOCKET NUMBER:	10591800001
NAME OF SUBMITTER:	Elliott J. Stein, Esq.
Signature:	/varlawyer/
Date:	12/21/2011

Total Attachments: 2
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ASSIGNMENT OF TRADEMARKS AND APPLICATIONS

Effective Date: March 1, 2010

WHEREAS Arctic Natural Waters, Ltd., a British corporation ("Assignor") owns or holds all of the rights to use the following trademarks, which are either registered or pending before the United States Patent and Trademark Office ("USPTO"), with their corresponding serial number and (where applicable) registration numbers:

Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
78953386	3321833	LIQUIDASSETS	TARR	LIVE
78761898	3314051	ISBOKS	TARR	LIVE
77494235		ECOBX	TARR	LIVE
77746968		WATER IN A BOX	TARR	LIVE
77185083	3470416	UTLA VALLEY	TARR	LIVE
77228777	3444177	IT'S ALL ABOUT THE SPOUT!	TARR	LIVE
77255965	3439688	(PICTURE MARK; "EXHIBIT A")	TARR	LIVE
77196055	3425669	(PICTURE MARK; "EXHIBIT B")	TARR	LIVE
77171904	3384372	GOOD FOR YOU, GOOD FOR THE PLANET.	TARR	LIVE

WHEREAS, Assignor additionally owns or holds all of the rights to use the following trademarks, currently abandoned before the USPTO, by virtue of common law rights obtained through use in commerce:

Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
78967593		LIQUID ASSETS	TARR	DEAD
77160820		ARCTIC NATURAL WATERS	TARR	DEAD

(collectively "the Marks");

WHEREAS, Steven Weymer, an individual ("Assignee"), desires to acquire all of Assignor's right, title, and interest in and to the Marks and the goodwill associated therewith, and all applications for registrations thereof; and, Assignor desires to assign all of its rights, title, and interest in the foregoing to the Assignee.

NOW, THEREFORE, for good and valuable consideration from Assignor to Assignee, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells and irrevocably transfers unto said Assignee all right, title, and interest in and to the Marks, and any and all derivatives thereof, whether in existence now or in existence in the future, as to all media now in existence or in existence in the future, as to all Classes of goods, together with any and all statutory or common law trademark or trade-dress rights in and to: (a) any application for registration of or Registration in the Marks; (b) the goodwill of the business symbolized by and associated with the Marks and any applications for registration thereof; and (c) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Marks or any applications for registrations thereof or such associated goodwill. It is further agreed that upon the request of the Assignee, Assignor shall duly execute, acknowledge, and deliver all such further acts, deeds, assignments, transfers, conveyances, powers of attorney, and assurances as may be reasonably required to effect the terms.


ASSIGNOR MANAGING DIRECTOR
ARCTIC NATURAL WATERS, LTD.



ASSIGNEE
STEVEN WEYMER

EXHIBIT A

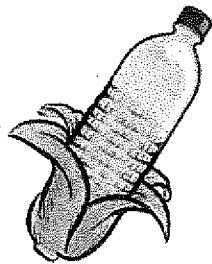


EXHIBIT B

