

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|-----------------------|----------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | CHANGE OF NAME |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-------------------------|----------|----------------|-----------------------|
| Hansen Beverage Company | | 01/05/2012 | CORPORATION: DELAWARE |

RECEIVING PARTY DATA

| | |
|-----------------|------------------------------|
| Name: | Monster Energy Company |
| Street Address: | 550 Monica Circle, Suite 201 |
| City: | Corona |
| State/Country: | CALIFORNIA |
| Postal Code: | 92880 |
| Entity Type: | CORPORATION: DELAWARE |

PROPERTY NUMBERS Total: 177

| Property Type | Number | Word Mark |
|----------------------|---------|--------------------------|
| Registration Number: | 3573936 | ACE |
| Registration Number: | 3932120 | ADMIRAL |
| Registration Number: | 3782441 | ANTI GRAVITY |
| Registration Number: | 3357068 | ASSAULT |
| Registration Number: | 3924797 | ASSAULT M MONSTER ENERGY |
| Registration Number: | 3949989 | ASSAULT M MONSTER ENERGY |
| Registration Number: | 3573128 | BFC |
| Registration Number: | 3851986 | BIG BLACK M JAVA MONSTER |
| Registration Number: | 3053402 | BLUE SKY |
| Registration Number: | 4036188 | CADDY SHACK |
| Registration Number: | 3611229 | CHAI HAI |
| Registration Number: | 4004397 | DIRT SHARK |
| Registration Number: | 2521250 | ENERGADE |
| Registration Number: | 3482096 | ENERGY PRO |

OP \$4440.00 3573936

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|----------------------|---------|---|
| Registration Number: | 3345462 | FIZZIT |
| Registration Number: | 4003145 | FRUIT STIX |
| Registration Number: | 1253907 | GRAPEFRUIT HANSEN'S NATURAL SODA |
| Registration Number: | 4033092 | HAMMER M X-PRESSO MONSTER |
| Registration Number: | 3642853 | HAMMER'S |
| Registration Number: | 2593887 | ENERGY HANSENS |
| Registration Number: | 3000669 | HANSEN'S DIET RED ENERGY |
| Registration Number: | 2581532 | HANSEN'S E2O ENERGY WATER |
| Registration Number: | 2673954 | HANSEN'S NATURAL MULTI-VITAMIN JUICE SLAM |
| Registration Number: | 4030268 | HANSEN'S NATURAL PRIMAL ENERGY TEA |
| Registration Number: | 4030269 | HANSEN'S NATURAL PRIMAL ENERGY TEA |
| Registration Number: | 1258779 | HANSEN'S NATURAL SODA |
| Registration Number: | 3049284 | HANSEN'S NATURAL SODA |
| Registration Number: | 3470780 | HANSEN'S SMOOTHIE |
| Registration Number: | 1258780 | HANSEN'S |
| Registration Number: | 3606510 | HEAVY METAL |
| Registration Number: | 3772501 | HITMAN |
| Registration Number: | 3790828 | HITMAN ENERGY SHOOTER |
| Registration Number: | 4025054 | HUBERT'S |
| Registration Number: | 3424765 | IMPORTED FROM NATURE |
| Registration Number: | 3424766 | IMPORTED FROM NATURE |
| Registration Number: | 3700862 | IRISH BLEND |
| Registration Number: | 3959457 | JAVA MONSTER |
| Registration Number: | 2358619 | JUICE BLAST |
| Registration Number: | 3679213 | JUICE SLAM |
| Registration Number: | 3991193 | JUNIOR JUICE GARDEN TWIST |
| Registration Number: | 3628316 | JUNIOR WATER |
| Registration Number: | 3552521 | KHAOS |
| Registration Number: | 3934928 | KILLER-B |
| Registration Number: | 4045785 | LIQUIDFRUIT |
| Registration Number: | 3672832 | LO-BALL |
| Registration Number: | 3796946 | LOBO |
| Registration Number: | 3493231 | LOCA MOCA |
| Registration Number: | 4058407 | LOCA MOCA JAVA MONSTER |
| Registration Number: | 3852118 | LO-CARB MONSTER ENERGY |

TRADEMARK

REEL: 004699 FRAME: 0064

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| | 3434821 | M |
| Registration Number: | 4011301 | M |
| Registration Number: | 3963668 | M |
| Registration Number: | 3963669 | M |
| Registration Number: | 4051650 | M |
| Registration Number: | 2903214 | M |
| Registration Number: | 3434822 | M |
| Registration Number: | 3739018 | M |
| Registration Number: | 4042401 | M EXPORT |
| Registration Number: | 3740050 | M IMPORT |
| Registration Number: | 3044314 | M MONSTER ENERGY |
| Registration Number: | 3134842 | M MONSTER ENERGY |
| Registration Number: | 3914828 | M MONSTER ENERGY |
| Registration Number: | 3908600 | M MONSTER ENERGY |
| Registration Number: | 3923683 | M MONSTER ENERGY |
| Registration Number: | 3908601 | M MONSTER ENERGY |
| Registration Number: | 3134841 | M MONSTER ENERGY |
| Registration Number: | 3936161 | M MONSTER M-80 ENERGY + JUICE |
| Registration Number: | 3679308 | M-80 |
| Registration Number: | 3489352 | MEAN BEAN |
| Registration Number: | 4036680 | MONSTER ENERGY |
| Registration Number: | 3044315 | MONSTER ENERGY |
| Registration Number: | 3057061 | MONSTER ENERGY |
| Registration Number: | 4036681 | MONSTER ENERGY |
| Registration Number: | 4030735 | MONSTER ENERGY EXTRA STRENGTH NITROUS TECHNOLOGY |
| Registration Number: | 3948164 | MONSTER HITMAN |
| Registration Number: | 3951252 | MONSTER HITMAN ENERGY SHOOTER |
| Registration Number: | 3939395 | MONSTER KHAOS ENERGY + JUICE |
| Registration Number: | 3966554 | MONSTER M-80 |
| Registration Number: | 3852123 | MONSTER MIXXD |
| Registration Number: | 3901266 | NITROUS MONSTER ENERGY |
| Registration Number: | 3605115 | NUT UP |
| Registration Number: | 3855423 | ORIGINALE M JAVA MONSTER |
| Registration Number: | 3838986 | PEACE TEA |

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|----------------------|----------|-------------------------------------|
| Registration Number: | 3353473 | REHAB |
| Registration Number: | 3110254 | RUMBA |
| Registration Number: | 3470647 | RUMBA |
| Registration Number: | 3785527 | SELF BEAUTY ELIXIR |
| Registration Number: | 3786660 | SNIPER |
| Registration Number: | 3849814 | SUPER DRY M NITROUS MONSTER ENERGY |
| Registration Number: | 3623470 | THE JUICE IS LOOSE |
| Registration Number: | 3917372 | RUSSIAN M JAVA MONSTER |
| Registration Number: | 3804177 | TRIFECTA |
| Registration Number: | 2769364 | UNLEASH THE BEAST! |
| Registration Number: | 3538751 | VIDRATION |
| Registration Number: | 4011378 | WORX ENERGY |
| Registration Number: | 4014306 | X-PRESSO MONSTER |
| Registration Number: | 3816275 | YOUTH BEAUTY SELF BEAUTY ELIXIR |
| Serial Number: | 85086119 | ANTI-GRAVITY NITROUS MONSTER ENERGY |
| Serial Number: | 85038345 | B WELL |
| Serial Number: | 85485264 | BOARDERSTYLE |
| Serial Number: | 77953639 | CARB COOL |
| Serial Number: | 77704753 | D-STRESS |
| Serial Number: | 85424152 | ENERGY BLASTER 3000 |
| Serial Number: | 77816986 | HANSEN'S |
| Serial Number: | 85385212 | NATURAL HANSEN'S CANE SODA |
| Serial Number: | 77842825 | HANSEN'S SLIM DOWN |
| Serial Number: | 85111452 | HANSEN'S SUPERNATURALS |
| Serial Number: | 85494451 | JAVA MONSTER UNLEADED |
| Serial Number: | 85227636 | JUNIOR JUICE COCONUT WATER TWIST |
| Serial Number: | 85086125 | KILLER B NITROUS MONSTER ENERGY |
| Serial Number: | 85086126 | LOBO MONSTER HITMAN |
| Serial Number: | 85093971 | M3 |
| Serial Number: | 77502315 | MONSTER BAD APPLE |
| Serial Number: | 85086015 | MONSTER BIG GUN |
| Serial Number: | 85267758 | MONSTER BIOACTIVATED |
| Serial Number: | 85086080 | MONSTER BLACK |
| Serial Number: | 85086091 | MONSTER BLACK ATTACK |
| Serial Number: | 77432594 | MONSTER BLACK ICE |

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| | 85086660 | MONSTER BLO-BACK |
| Serial Number: | 85086117 | MONSTER BLUE ICE |
| Serial Number: | 85086086 | MONSTER DOUBLE BLACK |
| Serial Number: | 85086110 | MONSTER E.Z. |
| Serial Number: | 85086109 | MONSTER EASY |
| Serial Number: | 78658118 | MONSTER ENERGY + JUICE KHAOS |
| Serial Number: | 85086118 | MONSTER ENERGY AGENT ORANGE |
| Serial Number: | 86086121 | |
| Serial Number: | 85086122 | MONSTER ENERGY DOUBLE TROUBLE |
| Serial Number: | 85086123 | MONSTER ENERGY FULL HOUSE |
| Serial Number: | 85086124 | MONSTER ENERGY HEAVY METAL |
| Serial Number: | 77563659 | MONSTER ENERGY PERFECTION |
| Serial Number: | 85246477 | MONSTER ENERGY PINK |
| Serial Number: | 85086116 | MONSTER GIRL |
| Serial Number: | 85078821 | MONSTER HYDRATE |
| Serial Number: | 85080780 | MONSTER HYDRATOR |
| Serial Number: | 85086561 | MONSTER JEFE |
| Serial Number: | 85086106 | MONSTER MAGNUM |
| Serial Number: | 85081810 | MONSTER MAN |
| Serial Number: | 85077042 | MONSTER MUSCLE |
| Serial Number: | 85086031 | MONSTER MUSCLE-UP |
| Serial Number: | 85081818 | MONSTER MUTANT |
| Serial Number: | 77563686 | MONSTER PERFECTION |
| Serial Number: | 85078973 | MONSTER PERFORM |
| Serial Number: | 85086115 | MONSTER PERFORMANCE |
| Serial Number: | 85084961 | MONSTER PERFORMER |
| Serial Number: | 85086108 | MONSTER PINK |
| Serial Number: | 85081745 | MONSTER PRE |
| Serial Number: | 78800316 | MONSTER PREDATOR |
| Serial Number: | 85081777 | MONSTER PRO |
| Serial Number: | 85081787 | MONSTER PRO AM |
| Serial Number: | 85081768 | MONSTER PROFESSIONAL |
| Serial Number: | 85077056 | MONSTER PROTEIN |
| Serial Number: | 85078615 | MONSTER RAW |
| Serial Number: | 85078475 | MONSTER RECHARGED |

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|----------------|----------|--------------------------|
| | 85078804 | MONSTER RECOVERY |
| Serial Number: | 85078405 | MONSTER REHAB |
| Serial Number: | 85406210 | MONSTER REHAB |
| Serial Number: | 85080854 | MONSTER REHYDRATE |
| Serial Number: | 85081275 | MONSTER REHYDRATOR |
| Serial Number: | 85078387 | MONSTER RIPPER |
| Serial Number: | 85086104 | MONSTER SHOT |
| Serial Number: | 85078964 | MONSTER SPORT |
| Serial Number: | 85086102 | MONSTER SPORTSTER |
| Serial Number: | 85086098 | MONSTER SS |
| Serial Number: | 85086099 | MONSTER SUPER SPORT |
| Serial Number: | 85388932 | MONSTER UNLEADED |
| Serial Number: | 85174969 | MONSTER VIRGO |
| Serial Number: | 85086103 | MONSTER X-SPORT |
| Serial Number: | 77147301 | MONSTERCROSS |
| Serial Number: | 85077052 | MUSCLE MONSTER |
| Serial Number: | 85485392 | PEACE ICED COFFEE |
| Serial Number: | 85168304 | REHAB THE BEAST! |
| Serial Number: | 85081820 | SHE MONSTER |
| Serial Number: | 85427476 | SIZE DOES MATTER! |
| Serial Number: | 77639336 | STAMINA |
| Serial Number: | 85081796 | UBER MONSTER |
| Serial Number: | 85197756 | UNLEASH THE NITRO BEAST! |
| Serial Number: | 85306036 | ANGELENO |

CORRESPONDENCE DATA

Fax Number: (949)760-9502

Phone: 949-760-0404

Email: efileing@kmob.com

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

Correspondent Name: Diane M. Reed

Address Line 1: 2040 Main Street, 14th Floor

Address Line 4: Irvine, CALIFORNIA 92614

ATTORNEY DOCKET NUMBER:

HANBEV.1210GEN

NAME OF SUBMITTER:

Diane M. Reed

TRADEMARK
REEL: 004699 FRAME: 0068

| | |
|--|-----------------|
| | /Diane M. Reed/ |
| Date: | 01/13/2012 |
| Total Attachments: 3 source=Certif_of_Amendment#page1.tif source=Certif_of_Amendment#page2.tif source=Certif_of_Amendment#page3.tif | |

Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "HANSEN BEVERAGE COMPANY", CHANGING ITS NAME FROM "HANSEN BEVERAGE COMPANY" TO "MONSTER ENERGY COMPANY", FILED IN THIS OFFICE ON THE FIFTH DAY OF JANUARY, A.D. 2012, AT 4:30 O'CLOCK P.M.


A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

2300067 8100

120016509



You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 9276649

DATE: 01-05-12

TRADEMARK
REEL: 004699 FRAME: 0070

**CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF INCORPORATION
OF
HANSEN BEVERAGE COMPANY**

**Under Section 242 of the
Delaware General Corporation Law**

We, the undersigned, being Chief Executive Officer and President of Hansen Beverage Company, a corporation existing under the laws of the State of Delaware, do hereby certify as follows:

FIRST: The name of the Corporation is Hansen Beverage Company.

SECOND: The amendment to the certificate of incorporation effected by this Certificate is as follows:

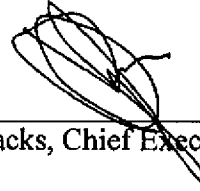
(1) To delete ARTICLE I of the certificate of incorporation and substitute in lieu thereof the following new ARTICLE I:

"The name of the Corporation is: Monster Energy Company."

THIRD: The amendment of the certificate of incorporation herein certified has been duly adopted in accordance with the provisions of Section 242 and 141(f) of the General Corporation Law of the State of Delaware.

[Remainder of page left blank intentionally]

2012. IN WITNESS THEREOF, we have signed this Certificate this 5th day of January,



Rodney C. Sacks, Chief Executive Officer

Attest:



Hilton H. Schlosberg, President