

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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: 1			
Property Type	Number	Word Mark	
Serial Number:	85086121	MONSTER ENERGY BFC	
CORRESPONDENCE DATA			
Fax Number:	(949)760-9502		
Phone:	949-760-0404		
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 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		
Signature:	/Diane M. Reed/		
Date:	01/19/2012		
Total Attachments: 3 source=Certif_of_Amendment#page1.tif source=Certif_of_Amendment#page2.tif source=Certif_of_Amendment#page3.tif			

OP \$40.00 85086121

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: 004701 FRAME: 0195

**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:

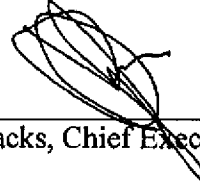
(1) To delete ARTICLE I of the certificate of incorporation and substitute in lieu thereof the following new ARTICLE I:

"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