

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																											
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CORRESPONDENCE DATA																											
<p>Fax Number: (609)896-1469 Phone: 610.397.6518 Email: ipdocket@foxrothschild.com, lhassan@foxrothschild.com <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: Lindette C. Hassan Address Line 1: P.O. Box 5231 Address Line 4: Princeton, NEW JERSEY 08543-5231</p>																											
NAME OF SUBMITTER:	Lindette C. Hassan																										
Signature:	/Lindette C. Hassan/																										

OP \$90.00 3668912

Date:

02/20/2012

Total Attachments: 4

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ASSIGNMENT OF TRADEMARKS AND TRADE NAMES

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **SATORI HOLDINGS, LLC**, d/b/a Waterbox, a Utah limited liability company with an address of P.O. Box 982276, Park City, Utah 84098 ("Assignor"), for itself and its successors and assigns, does hereby sell, assign, transfer and convey unto **WATERBOX LLC**, a Delaware limited liability company with an address of 2009 Elmwood Avenue, Sharon Hill, Pennsylvania 19079 ("Assignee"), its successors and assigns, all of Assignor's right, title and interest in and to any and all trademarks and trade names relating to or involved in the operation of the business of, among other things, the distribution and sale of drinking containers, as set forth on Schedule A attached hereto and made a part hereof, together with all goodwill associated therewith (collectively, the "Marks").

This Assignment is being executed in connection with a certain Asset Purchase Agreement (the "Purchase Agreement"), dated August 18, 2011, entered into by and between Assignor and Assignee. All terms used but not defined in this Assignment will have the meanings given to those terms in the Purchase Agreement.

Assignor represents to Assignee that Assignor has not assigned or transferred to any third party (other than Assignee) any rights that Assignor may have in or to any of the Marks, in whole or in part, including without limitation any security interest that may have been granted to a financial institution or other lender.

This Assignment of Trademarks and Trade Names includes the right to apply for registration of any and all of the Marks in any and all jurisdictions where such registration is desired by Assignee, the right to renew any existing registrations, and the right to claim for any and all damages by reason of past infringement of any of such Marks, with the right to sue for and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors and assigns.

IN WITNESS WHEREOF, Assignor has caused this Assignment of Trademarks and Trade Names to be executed by its duly authorized officer as of this 4th day of November, 2011.

SATORI HOLDINGS, LLC,
d/b/a Waterbox

By: Canice Hart
Canice Hart, Chief Executive Officer

STATE OF UTAH

COUNTY OF Summit

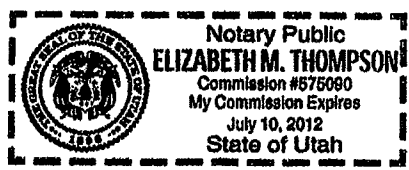
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: ss.
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Before me, a notary public, in and for the State and County aforesaid, on this 4th day of November, 2011, personally appeared CANICE HART, who, having been by me duly sworn and having executed the foregoing instrument in my presence, did depose and say that he is the Chief Executive Officer of Satori Holdings, LLC, d/b/a Waterbox, the limited liability company that executed the foregoing instrument; that he executed said instrument on behalf of said limited liability company; and that he was duly authorized to do so, Satori Holdings, LLC, d/b/a Waterbox, intending to be legally bound thereby and intending that said instrument be properly recorded.

Elizabeth M. Thompson
NOTARY PUBLIC

My Commission Expires:


7-10-2012




SCHEDULE A

List of Trademarks


1. U.S. Trademark Registrations and Applications:

Trade Mark	Class	Country	Application No.	Registration No.	Filing Date	Registration Date
"WATERBOX"	21	USA	77/646,767	3,668,912	01/09/2009	8/18/2009
Water Buffalo Head Design						
	21	USA	85/151,146	N/A	10/12/2010	N/A
"THE SOFT TOUCH CAP"	21	USA	85/164,968	N/A	10/29/2010	N/A

2. Australian Trademark Registrations and Applications:


Trade Mark	Class	Country	Application No.	Registration No.	Filing Date	Registration Date
"WATERBOX"	21	Australia	1388903	N/A	10/15/2010	N/A
Water Buffalo Head Design						
	21	Australia	1388904	1,388,904	10/15/2010	10/15/2010

3. Canadian Trademark Registrations and Applications:

Trade Mark	Class	Country	Application No.	Registration No.	Filing Date	Registration Date
"WATERBOX"	N/A	Canada	1,500,251	N/A	10/19/2010	N/A
Water Buffalo Head Design						
	N/A	Canada	1,500,252	N/A	10/19/2010	N/A

4. United Kingdom Trademark Registrations and Applications:

Trade Mark	Class	Country	Application No.	Registration No.	Filing Date	Registration Date
"WATERBOX"	21	U.K.	2,561,822	2,561,822	10/21/2010	01/21/2011
Water Buffalo Head Design	21	U.K.	2,561,767	2,561,767	10/21/2010	01/14/2011



5. Unregistered Marks/Names:

- "WE BELIEVE IN FUNCTION AND BEAUTY"
- Variations of any of the registered or unregistered trademarks and/or trade names listed on this Schedule 1(a)(iii).
- All other registered and unregistered trademarks, service marks and trade names used and owned by Seller in connection with its Products, together with the goodwill associated therewith.