

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
Eric B. Williams		02/21/2012	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	Triumph International, Inc.
Street Address:	1801 Century Park West
Internal Address:	Ziffren Brittenham (c/o John Branca)
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90067
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	2732623	HIP POP THE KING OF POP
Registration Number:	3089054	HIP POP THE KING OF POP

CORRESPONDENCE DATA

Fax Number: (678)553-2212
 Phone: 678-553-2100
 Email: atttrademark@gtlaw.com

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

Correspondent Name: Kristen L. Fancher and Joel R. Feldman
 Address Line 1: 3290 Northside Parkway, Suite 400
 Address Line 2: Greenberg Traurig, LLP
 Address Line 4: Atlanta, GEORGIA 30327


ATTORNEY DOCKET NUMBER:	121077.014200 - ASSGMNT
NAME OF SUBMITTER:	Joel R. Feldman, GA bar member

Signature:	/jrf/
Date:	03/14/2012
Total Attachments: 1 source=TM Assignment - HIP POP THE KING OF POP - Class 32#page1.tif	

Schedule 1

TRADEMARK ASSIGNMENT

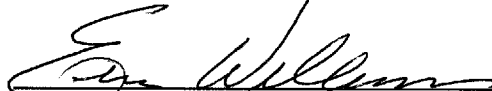
Eric B. Williams, an individual with an address of 8315 Primrose, DeSoto, Kansas 66018 (Williams) owns the following U.S. trademark registrations:

Registration No.	Mark	Class	Goods
2,732,623	HIP POP THE KING OF POP	32	soft drinks
3,089,054		32	soft drinks

(collectively, the "Registrations").

Triumph International, Inc. (Triumph), a California corporation with an address of Ziffren Brittenham (c/o John Branca), 1801 Century Park West, Los Angeles, CA 90067, wishes to acquire the Registrations from Williams and Williams wishes to assign the Registrations to Triumph.

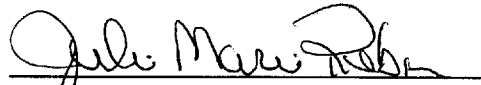
For good and valuable consideration, receipt of which is acknowledged, Eric B. Williams assigns to Triumph all rights, title, and interest in and to U.S. Registration Nos. 2,732,623 and 3,089,054, together with the goodwill symbolized by the marks contained therein.


Eric B. Williams

State of Kansas

County of Johnson

On this 21 day of February, 2012, before me appeared Eric B. Williams, the person who signed this instrument, who acknowledged that he signed it as a free act on his own behalf.


(Signature of notary public)

LA 130,059,591v1

