

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Western Holdings, LLC		04/27/2012	LIMITED LIABILITY COMPANY: NEVADA
RECEIVING PARTY DATA			
Name:	IP Brands LLC		
Street Address:	20-21 Wagaraw Road		
Internal Address:	Building 31B		
City:	Fair Lawn		
State/Country:	NEW JERSEY		
Postal Code:	07410		
Entity Type:	LIMITED LIABILITY COMPANY: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85511899	LIQUISERUM	
CORRESPONDENCE DATA			
Fax Number:	2129746924		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(212) 468-4823		
Email:	jkatz@dglaw.com		
Correspondent Name:	Davis & Gilbert LLP		
Address Line 1:	1740 Broadway		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	022370-0010-000 (ASN JAC)		
NAME OF SUBMITTER:	Jeffrey C. Katz		
Signature:	/Jeffrey C. Katz/		

CH \$40.00 85511899

Date:

05/17/2012

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK

This ASSIGNMENT OF TRADEMARK ("Assignment"), effective as of April 27, 2012, is between Western Holdings, LLC, a Nevada limited liability company ("Assignor") having a principal place of business at 1000 East William Street, Suite 204, Carson City, NV, 89701, and IP Brands LLC, a New Jersey limited liability company ("Assignee") having a principal place of business at 20-21 Wagaraw Road, Building 31B, Fair Lawn, NJ 07410.

FOR TEN DOLLARS AND OTHER GOOD AND VALUABLE CONSIDERATION RECEIVED, the receipt and sufficiency of which is acknowledged, the undersigned Assignor hereby irrevocably sells, grants, conveys, assigns, and transfers to the Assignee, its successors, assigns, and personal representatives, all of the undersigned's right, title and interest in and to the trademarks described in Exhibit "A" attached hereto and all rights related thereto, including without limitation any and all associated goodwill, statutory and common law rights, and all actions and causes of action which may be related to these rights, including the right to sue for past present and future damages or infringements (collectively, the "Property").

The undersigned warrants that it owns without lien or encumbrance all right, title and interest in and to the Property, and that the undersigned is unaware of any claim against the Property. The undersigned agrees to, and shall cooperate with Assignee or its designees and execute all oaths, declarations and other documents, as may be requested by Assignee and which shall be prepared by Assignee or its designees, to effect the foregoing assignment of rights from the undersigned to Assignee. Such cooperation and execution shall be at no additional compensation to undersigned, provided, however, that Assignee shall reimburse the undersigned for reasonable out-of-pocket expenses incurred at the specific request of Assignee or its designees. The undersigned hereby appoints Assignee to be the undersigned's attorney-in-fact with an irrevocable power to do all acts and things for and in the name of the undersigned in connection with the Property.

IN WITNESS WHEREOF, the said Western Holdings, LLC, as Assignor, and IP Brands LLC, as Assignee, has caused these presents to be executed by a duly authorized officer or by a duly authorized manager thereof.

Western Holdings, LLC

By: 

Dennis W. Gay, Manager

IP Brands LLC

By: 

TRADEMARK

REEL: 004782 FRAME: 0101

EXHIBIT A

Mark	Serial Number	Country
LIQUISERUM	85511899	United States