

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
Ricon Inc. d/b/a Citrus Springs		11/19/2012	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	Wm. Wrigley Jr. Company		
Street Address:	1132 W. Blackhawk Street		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60642		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3903871	ALERT ENERGY DRINK	
CORRESPONDENCE DATA			
Fax Number:	3127946161		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312-794-7100		
Email:	trademark.department@wrigley.com		
Correspondent Name:	Wm. Wrigley Jr. Company		
Address Line 1:	1132 W. Blackhawk Street		
Address Line 4:	Chicago, ILLINOIS 60642		
NAME OF SUBMITTER:	Stacy P. Chronopoulos		
Signature:	/Stacy P. Chronopoulos/		
Date:	12/18/2012		
Total Attachments: 1 source=ALERTASSIGNMENT#page1.tif			

CH \$40.00 3903871

TRADEMARK ASSIGNMENT

WHEREAS, Ricon, Inc. d/b/a Citrus Springs ("Ricon"), a Missouri corporation, having a principal place of business in St. Louis, Missouri ("Assignor"), is the owner of rights in the trademarks ALERT and ALERT ENERGY DRINK, including US Reg. No. 3903871 (the "Marks");

WHEREAS, Wm. Wrigley Jr. Company, a Delaware corporation, having a place of business in Chicago, Illinois ("Assignee") desires to acquire the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, absolutely and forever, the entire right, title and interest, throughout the world, whether statutory or at common law, in and to the Marks, together with the goodwill of the business symbolized by the Marks, and any corresponding registrations and applications, as well as all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

The individuals signing this document on behalf of corporate entities represent and declare that they are authorized to execute this document on behalf of such corporate entities.

IN WITNESS WHEREOF, this Assignment is effective this 19th day of November, 2012.

RICON INC. d/b/a CITRUS SPRINGS

By: [Signature]
Name: Richard A. Davis
Title: President
Date: 11/19/12

WM. WRIGLEY JR. COMPANY

By: [Signature]
Name: Ellen O. Keller
Title: General Counsel
Date: 11/20/12