

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	Entity Type
	Health Beverage, LLC		LIMITED LIABILITY COMPANY: COLORADO
RECEIVING PARTY DATA			
Name:	The Pulse Beverage Corporation		
Street Address:	12195 Mariposa Street, Suite 100		
City:	Westminster		
State/Country:	COLORADO		
Postal Code:	80234		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	2819813	PULSE: NUTRITION MADE SIMPLE.
CORRESPONDENCE DATA			
Fax Number:	3032680065		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	303-268-0066		
Email:	esalacinski@sbiplaw.com		
Correspondent Name:	Swanson & Bratschun, L.L.C.		
Address Line 1:	8210 Southpark Terrace		
Address Line 4:	Littleton, COLORADO 80120		
ATTORNEY DOCKET NUMBER:	0274.02-TM		
NAME OF SUBMITTER:	Tony Sanny		
Signature:	/Tony Sanny/		
Date:	02/01/2013		
Total Attachments: 1 source=Assignment - Health Beverage, LLC to The Pulse Beverage Corporation - Executed#page1.tif			

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TRADEMARK ASSIGNMENT
(Actual Use)

WHEREAS Health Beverage, LLC, a limited liability company organized and existing under the laws of the State of Colorado, having a place of business at 32052 Horseshoe Drive, Evergreen, Colorado 80439, (hereinafter referred to as the "Assignor") has adopted and used the mark "PULSE: NUTRITION MADE SIMPLE." (the "Mark"), and has obtained federal registration of the Mark as U.S. Registration No. 2,819,813; and

WHEREAS, Assignor has agreed to assign said Mark to The Pulse Beverage Corporation, a corporation organized and existing under the State of Nevada, having a place of business at 12195 Mariposa Street, Suite 100, Westminster, Colorado 80234 (hereinafter referred to as the "Assignee").

Now therefore for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, transfers, assigns and delivers unto Assignee, effective as of February 2, 2011, all right, title and interest in and to said Marks and any United States Patent and Trademark Office registration therefor, together with the goodwill of the business connected with and symbolized by such Marks and registrations, as well as all rights to damages or profits, due or accrued, arising out of past infringement of such Marks or injury to said goodwill and the right to sue for and recover the same in the Assignee's own name with the same rights as if the Marks were still owned by Assignor.

IN WITNESS WHEREOF, this Assignment has been executed on behalf of the Assignor by its duly authorized officer as of the date hereof.

HEALTH BEVERAGE, LLC

Date: 1/31/13

By: Richard H. Swain
Richard H. Swain
Executive Vice President

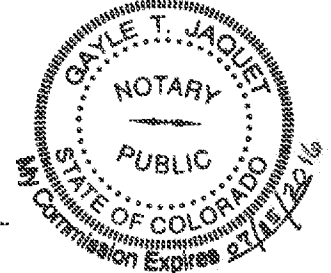
STATE OF Colorado)
COUNTY OF Jesserson)

The foregoing instrument was acknowledged before me this 31st day of January, 2013, by Richard H. Swain.

Witness my hand and official seal.

My commission expires: 07/15/2016

Gayle T. Jaquet
Notary Public



S:\Client\Folders\0274 (The Pulse Beverage Corporation)\Trademarks\02-TM Pulse Nutrition Made Simple\Assignment - Health Beverage, LLC to The Pulse Beverage Corporation.docx