

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
THE TREADSTONE GROUP		04/29/2013	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	PepsiCo, Inc.		
Street Address:	700 Anderson Hill Road		
City:	Purchase		
State/Country:	NEW YORK		
Postal Code:	10577		
Entity Type:	CORPORATION: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3674603	LIVE BRIGHTER	
CORRESPONDENCE DATA			
Fax Number:	3128211316		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	3128211408		
Email:	janet.silverberg@pepsico.com		
Correspondent Name:	Janet Silverberg		
Address Line 1:	555 West Monroe Street		
Address Line 4:	Chicago, ILLINOIS 60661		
ATTORNEY DOCKET NUMBER:	GNG - CAP		
NAME OF SUBMITTER:	Janet Silverberg		
Signature:	/janet silverberg/		
Date:	05/13/2013		
Total Attachments: 1 source=US - Live Brighter Treadstone to PepsiCo 20130425#page1.tif			

CH \$40.00 3674603

ASSIGNMENT OF UNITED STATES TRADEMARK

THIS ASSIGNMENT, effective as of April 25, 2013 (the "Assignment"), is made by The Treadstone Group, a North Carolina corporation located at 388 North Highway 16, Suite 8, Denver, North Carolina, 28307 ("Assignor") to PepsiCo, Inc., a North Carolina corporation located at 700 Anderson Hill Road, Purchase, New York 10577 ("Assignee").

WHEREAS, Assignor owns the trademark LIVE BRIGHTER (Reg. No. 3,674,603)(the "Trademark"); and

WHEREAS, Assignor has agreed to sell, assign, transfer and convey to Assignee all of Assignor's right, title and interest in and to the Trademark (and all extensions and renewals of the registrations thereof) and the goodwill associated with the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby takes the following actions and makes the following agreement:

1. Assignor hereby sells, assigns, transfers and conveys to Assignee, Assignor's entire right, title and interest in and to the Trademark (and all extensions and renewals of the registration thereof) and the goodwill associated with the use of and symbolized by the Trademark. Further, Assignor hereby assigns, transfers and sets over unto Assignee Assignor's rights, if any, to sue for and to collect damages, profits and other relief for any past infringement of the Trademark.

2. At the request of Assignee, Assignor shall execute and deliver to Assignee any and all additional documents as Assignee may reasonably require to vest title to the Trademark in Assignee and/or to carry out the intent of this Assignment.

IN WITNESS WHEREOF, Assignee has duly executed this Assignment as of the day and year first above written.

THE TREADSTONE GROUP

Signature: ROSS D. BULLA

Name: ROSS D. BULLA

Title: PRESIDENT

STATE OF NC

COUNTY OF Lexington

On 4/29/13, 2013, before me Emily Pluger, a Notary Public, personally appeared ROSS BULLA, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person or the entity upon behalf of which he acted, executed this instrument.

WITNESS my hand and official seal

Emily Pluger
Notary Public

EMILY PLUGER
Notary Public
Mecklenburg Co., North Carolina
My Commission Expires Sept. 17, 2017