

## 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
Santa Barbara Beverage Company, LLC		09/18/2013	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	O'Neill Beverage Company, Ltd.		
Street Address:	8418 South Jac Lac Ave.		
City:	Parlier		
State/Country:	CALIFORNIA		
Postal Code:	93648		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3295349	CATALYST	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	barry@strikeandtechel.com		
Correspondent Name:	Barry Strike		
Address Line 1:	556 Commercial Street		
Address Line 4:	San Francisco, CALIFORNIA 94111		
NAME OF SUBMITTER:	Barry Strike		
Signature:	/BStrike/		
Date:	09/19/2013		
Total Attachments: 1 source=Catalyst Assignment 091813#page1.tif			

OP \$40.00 3295349

ASSIGNMENT OF U.S. TRADEMARK,  
U.S. TRADEMARK REGISTRATION, AND  
THE GOODWILL ASSOCIATED THEREWITH

WHEREAS, Santa Barbara Beverage Company, LLC, a Delaware limited liability company, having an address of 8418 South Lac Jac Avenue, Parlier, CALIFORNIA 93648 (Assignor"), has adopted, used and is using the following Mark which is registered in the U.S. Patent and Trademark Office as follows:

<u>MARK</u>	<u>REG. NO.</u>	<u>ISSUE DATE</u>
CATALYST	3,295,349	September 18, 2007

WHEREAS, O'Neill Beverage Co., Ltd., a Delaware limited liability company, having an address of 8418 South Lac Jac Avenue, Parlier, CALIFORNIA 93648 ("Assignee"), is desirous of acquiring said Mark, the registration therefor, and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby convey, transfer, assign, deliver, and contribute unto Assignee all of Assignor's right, title, and interest of whatever kind in and to the Mark, together with: (1) the goodwill of the business relating to the products upon which the Mark is used and for which it is registered; (2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Mark; and (3) all rights to sue for past, present and future infringements or misappropriations of the Mark.

Assignor further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Mark, registration therefor, and the goodwill associated therewith.

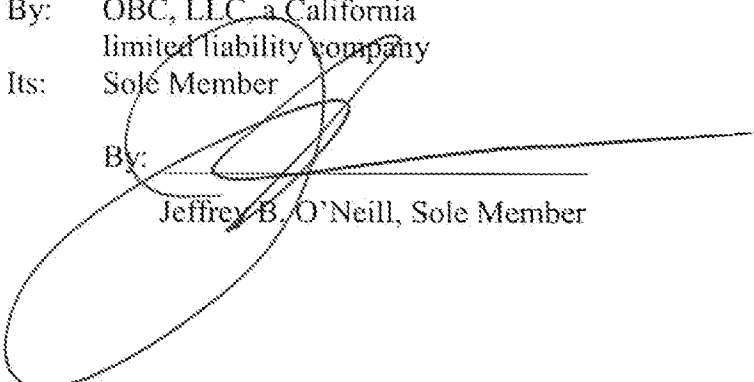
September 18, 2013

ASSIGNOR:

SANTA BARBARA BEVERAGE  
COMPANY, LLC

By: OBC, LLC, a California  
limited liability company

Its: Sole Member

By:   
Jeffrey B. O'Neill, Sole Member