

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
UNION BANK, N.A., as COLLATERAL AGENT		12/02/2013	National Association: UNITED STATES
RECEIVING PARTY DATA			
Name:	TRUE DRINKS HOLDINGS, INC.		
Street Address:	18552 MacArthur Blvd.		
Internal Address:	Suite 325		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92612		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Registration Number:	3951055	BAZI	
Registration Number:	3775976	SPORTASTIC	
Registration Number:	3976320		
Registration Number:	3976321		
Registration Number:	3687817		
Serial Number:	77688900		
Serial Number:	77688901		
Serial Number:	77688904		
Serial Number:	77689811		
Serial Number:	77690782		
Serial Number:	77692155		
Serial Number:	77736173	FEEL THE POWER	
Serial Number:	77904707		

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Registration Number:	4164962	
Registration Number:	3617467	BAZI
Registration Number:	4359033	AQUABALL

CORRESPONDENCE DATA

Fax Number: 8585506420

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 858-550-6403

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ATTORNEY DOCKET NUMBER:	308866-169 TRUE DRINKS UB
NAME OF SUBMITTER:	Erin O'Brien
Signature:	/Erin O'Brien/
Date:	12/02/2013

Total Attachments: 6

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RELEASE OF SECURITY INTEREST

This Release of Security Interest is made as of December 2, 2013, by UNION BANK, N.A. as Collateral Agent ("Collateral Agent") in favor of TRUE DRINKS HOLDINGS, INC., a Nevada corporation ("Company") with its principal place of business located at 18552 MacArthur Blvd., Suite 325, Irvine, CA 92612.

Recital

WHEREAS Company granted a security interest in the copyrights, patent and trademarks described on Exhibits A, B and C attached hereto, respectively (collectively, the "Intellectual Property") under a Security Agreement dated as of June 19, 2013 (the "Security Agreement"), and recorded with the US Library of Congress Copyright Office and the US Patent and Trademark Office.

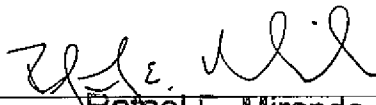
WHEREAS Company has no outstanding obligations to the Purchasers (as that term is defined in the Security Agreement), Collateral Agent agrees to release the security interest in the Intellectual Property.

Agreement

Now therefore, Collateral Agent agrees that it terminates and releases the security interest in the Intellectual Property and reassigns to Company, without warranty or recourse, all interest in the Intellectual Property.

COLLATERAL AGENT:

UNION BANK, N.A.


Name: Rafael E. Miranda
Title: Vice President

1251 Avenue of the Americas, 19th Floor
New York, NY 10530

EXHIBIT A

Copyrights

Title	Registration Number	Registration Date
Apple Bottle	VA0001673262	2008
Apple-Grape Bottle	VA0001673272	2008
Football Helmet Bottle	VA0001673265	2008
Grape Bottle	VA0001673208	2008
Orange Bottle	VA0001673270	2008
Soccer Ball Bottle	VA0001750980	2008

EXHIBIT B

Patent

Title	Patent Number	Issue Date
U.S. Design Patent No. D596,489, issued on July 21, 2009, and entitled Spherical Drink Container		
Security interest recorded at the US Patent and Trademark Office on June 19, 2013 at Reel and Frame Number 030660/0370.		

EXHIBIT C

Trademarks

Trademark / Trade Dress

Mark	Goods Description	Country or Region	App. No.	Reg. No.	Filing Date	Reg. Date
SPORTASTIC word mark	Cl. 32 sports & fruit drinks	U.S.	77/655,757	3,775,976	1/23/09	4/13/10
Soccer Ball Bottle	Cl. 32 sports drinks	U.S.	77/686,678	3,976,320	3/9/09	6/14/11
Tennis Ball Bottle	Cl. 32 sports & fruit drinks	U.S.	77/688,901 Sec. 1(b)		3/11/09	
Basketball Bottle	Cl. 32 sports drinks	U.S.	77/686,779	3,976,321	3/9/09	6/14/11
Baseball Bottle	Cl. 32 sports drinks	U.S.	77/688,904	3,976,324	3/11/09	6/14/11
Golf Ball Bottle	Cl. 32 sports & fruit drinks	U.S.	77/689,811 Sec. 1(b)		3/12/09	
Beach Ball Bottle	Cl. 32 sports drinks	U.S.	77/688,892	3,687,817	3/11/09	9/22/09
Football Helmet Bottle	Cl. 32 sports & fruit drinks	U.S.	77/688,900 Sec. 1(b)		3/11/09	
Orange Bottle	Cl. 32 sports & fruit drinks	U.S.	77/692,155 Sec. 1(b)		3/16/09	
Apple-Grape Bottle	Cl. 32 sports & fruit drinks	U.S.	77/688,895 Sec. 1(b)		3/11/09	
Grape Bottle	Cl. 32 sports & fruit drinks	U.S.	77/690,782 Sec. 1(b)		3/13/09	
JUICETASTIC word mark	Cl. 32 sports & fruit drinks	U.S.	77/695,250 Sec. 1(b)		3/19/09	
SPORTASTIC word mark	Cl. 32 sports & fruit drinks	Int'l. (Australia, Japan, and U.K.)	A0015389	996,686	2/25/09	2/25/09
SPORTASTIC word mark	Cl. 32 sports & fruit drinks	Argentina	2.938.800		8/21/09	

Mark	Goods Description	Country or Region	App. No.	Reg. No.	Filing Date	Reg. Date
SPORTASTIC Soccer Ball Bottle	Cl. 32 sports & fruit drinks	Argentina	2.962.038		11/25/09	
20 oz. Soccer Ball Bottle	Cl. 32 sports drinks	U.S.	77/846,975 Sec. 1(b)		10/12/09	
20 oz. Basketball Bottle	Cl. 32 sports drinks	U.S.	77/846,973 Sec. 1(b)		10/12/09	
20 oz. Baseball Bottle	Cl. 32 sports drinks	U.S.	77/846,979 Sec. 1(b)		10/12/09	
20 oz. Football Helmet Bottle	Cl. 32 sports drinks	U.S.	77/846,977 Sec. 1(b)		10/12/09	
Aquarium Bottle	Cl. 32 sports & fruit drinks	U.S.	77/904,707 Sec. 1(b)		1/4/10	
Jack-O-Lantern Bottle	Cl. 32 sports & fruit drinks	U.S.	77/904,719 Sec. 1(b)	4,164,962	1/4/10	6/26/12
Fuzzy Coconut Bottle	Cl. 32 sports & fruit drinks, incl. coconut- based drinks	U.S.	77/904,743 Sec. 1(b)		1/4/10	
Celebration Bottle	Cl. 32 sports & fruit drinks	U.S.	77/903,187 Sec. 1(b)		12/30/09	
Strawberry Bottle	Cl. 32 sports & fruit drinks	U.S.	77/904,587 Sec. 1(b)		1/4/10	
MILKTASTIC word mark	Cl. 29 white, chocolate & strawberry milk	U.S.	77/903,188 Sec. 1(b)		12/30/09	
COCOTASTIC word mark	Cl. 32 sports & fruit drinks	U.S.	77/903,190 Sec. 1(b)		12/30/09	
Soccer Ball Bottle	Cl. 32 sports drinks	Int I. (Europe, China)	A0020227 1045021		6/14/10	
Soccer Ball Bottle	Cl. 32 sports drinks	South Africa	201013827		6/28/10	

Mark	Goods Description	Country or Region	App. No.	Reg. No.	Filing Date	Reg. Date
Apple Bottle with Juicetastic text	Cl. 32 sports & fruit drinks	U.S.	85/388,040 Sec. 1(b)		8/3/11	
AQUABALL word mark	Cl. 32 sports & fruit drinks, water	U.S.	85/589,971 Sec. 1(b)		4/5/12	

Unless otherwise noted, trade dress is 12 oz bottle.

Mark	Goods Description	Country or Region	App. No.	Reg. No.	Filing Date	Reg. Date
FEEL THE POWER word mark	Cl. 32 — sports & fruit drinks	U.S.	77/736,173	4,113,419	5/13/09	3/20/12
BAZI word mark	Cl. 32 — sports & fruit drinks	U.S.	77/976,846	3,617,467	12/30/06	5/5/09
BAZI word mark	Cl. 5 — Nutritional supplements, namely, liquid dietary supplements; dietary supplements	U.S.	77/032,803	3,951,055	10/30/06	4/26/11

Security interest recorded at the US Patent and Trademark Office on June 19, 2013 at Reel and Frame Number 5052/0001.