

## 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
Dan Ehrlich		02/17/2014	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Powerhouse Beverage Company, LLC		
Street Address:	1557 Lexington Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10029		
Entity Type:	LIMITED LIABILITY COMPANY: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85764614	IQ JUICE DRINK	
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>			
Phone:	7818880424		
Email:	gwenn@onsidecounsel.com		
Correspondent Name:	Gwenn Roos		
Address Line 1:	26 Brookdale Avenue		
Address Line 4:	Wellesley, MASSACHUSETTS 02482		
NAME OF SUBMITTER:	Gwenn Roos		
Signature:	/geroos/		
Date:	02/24/2014		
Total Attachments: 1 source=IQ Juice Assignment#page1.tif			

OP \$40.00 85764614

## TRADEMARK ASSIGNMENT

Whereas, Dan Ehrlich, an individual, having a principal place of residence at 56 Locust Lane Oyster Bay NEW YORK 11771 (the "Assignor"), is the owner in the United States of the trademark, IQ JUICE DRINK, App. No. 85764614 (the "Trademark");

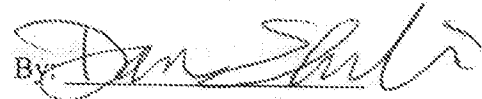
Whereas, Powerhouse Beverage Company, LLC, a Delaware Limited Liability Company, having a principal place of business at 1557 Lexington Avenue New York NEW YORK 10029 (the "Assignee") desires to acquire all rights relating to the Trademark;

Now, therefore, be it known that for and in consideration of the sum of one Dollar lawful money of the U.S.A., the receipt of which is hereby acknowledged, on this date of February 17, 2014, the said Assignor has sold, assigned and transferred, and by these presents does sell, assign and transfer unto the said Assignee, its successors and assigns, the entire right, title and interest in and to the said Trademark together with the business and goodwill in connection with which the Trademark is used, the same to be held and enjoyed by the said Assignee, its successors and acquires the absolute right therein.

Dan Ehrlich

Powerhouse Beverage Company, LLC

By: 

By: 

Name: Dan Ehrlich

Name: Dan Ehrlich

Title: INDIVIDUAL

Title: CHAIRMAN