

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM320136

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Rising Beverage Company, LLC		06/27/2014	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Insolvency Services Group, Inc.		
Street Address:	9107 Wilshire Blvd., Suite 800		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90210		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	4300042	A BOTTLE FOR THE BETTER	
Registration Number:	4091745	A TURN FOR THE BETTER	
Registration Number:	3951514	ACTIVATE	
Registration Number:	3524540	ACTIVATE	
Registration Number:	3472792	ACTIVATE	
Registration Number:	3971602	ACTIVATE DRINKS	
Registration Number:	4385204	GET ACTIVATED	
Registration Number:	3485956	IT'S HID IN THE LID	
Registration Number:	3931932	PURE WATER NOTHING MORE	
Serial Number:	85934093	ACTIVATE GET FRESH	
CORRESPONDENCE DATA			
Fax Number:	6173453299		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	617 345 3000		
Email:	trademarks@burnslev.com		
Correspondent Name:	John C. Serio, Burns & Levinson LLP		
Address Line 1:	125 Summer Street		
Address Line 4:	Boston, MASSACHUSETTS 02110		

CH \$265.00 4300042

ATTORNEY DOCKET NUMBER:	48408
NAME OF SUBMITTER:	John C. Serio
SIGNATURE:	/John C. Serio/
DATE SIGNED:	10/15/2014
Total Attachments: 4 source=TM Assignment - Rising to Insolvency (3)#page1.tif source=TM Assignment - Rising to Insolvency (3)#page2.tif source=TM Assignment - Rising to Insolvency (3)#page3.tif source=TM Assignment - Rising to Insolvency (3)#page4.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Trademark Assignment"), effective *nunc pro tunc* as of June 27, 2014, ("Effective Date") is by and between The Rising Beverage Company, LLC, a California limited liability company, with offices at 10351 Santa Monica Blvd, Suite 210 Los Angeles, California 90025 ("Assignor") and Insolvency Services Group, Inc., a California corporation with offices at 9107 Wilshire Blvd, Suite 800, Beverly Hills, California 90210 ("Assignee").

WHEREAS, Assignor owns all right title and interest in and to its trademarks, both registered and at common law, including but not limited to those common law, registered marks and/or pending applications for trademarks shown on the attached Schedule A (collectively, the "Marks"), together with the goodwill related thereto, and of all rights not previously assigned in and to any copyrights and copyrightable subject matter, compiled designs, processes, information, technical knowhow, data, trade secrets, improvements, discoveries, notes, memoranda, specifications, drawings, marketing plans, brochures and other intangible property (other than patents) (the "Intellectual Property");

WHEREAS, Assignor is entering into that certain General Assignment (the "ABC Agreement") between Assignor and Assignee for the benefit of Assignor's creditors;

WHEREAS, consistent with the ABC Agreement and the transfer from Assignor to Assignee thereunder of all goodwill and assets owned by Assignor, Assignee is desirous of acquiring, and Assignor is desirous of transferring, the entire right, title and interest in and to the Marks, the Intellectual Property and the goodwill of the business in connection with which the aforesaid Marks and Intellectual Property have been used;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, pursuant to the ABC Agreement, hereby assigns, transfers and sets over to Assignee, its successors, legal representatives and assigns, the entire right, title, and interest of Assignor in and to said Marks, together with the Intellectual Property and the goodwill of the business connected with the use of the Intellectual Property and the use of and symbolized by the Marks, and all claims, if any, which may have arisen thereunder prior to the date of this instrument.

[Signature page follows.]

IN WITNESS WHEREOF, the undersigned have caused this Trademark Assignment to be executed by their respective duly authorized officers effective as of the Effective Date set forth above.

THE RISING BEVERAGE COMPANY, LLC,

By: [Signature]
Name: Anders Eisner
Title: President

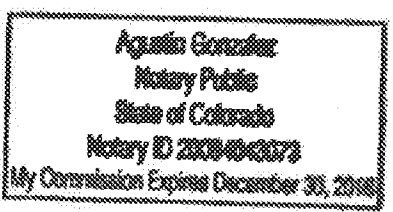
State of COLOrado)
~~California~~) ss.
County of PITkin)

On this 25 day of JULY, 2014, before me, the undersigned notary public, personally appeared Anders Eisner proved to me through satisfactory evidence of identification, which were California Driver License, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that he signed it voluntarily for its stated purpose.

[Signature]
Notary Public
My commission expires 12/30/2016

SEAL

Dated: 25, June, 2014



APPENDIX A

Mark	CNTRY	Application #	File Date	Reg Date	Registration
LIFE AT 100%	US	85/488,445	12/06/2011		
WATERFULL	US	85/588,273	04/03/2012		
GET ACTIVATED	US	85/621,014	05/09/2012	08/13/2013	4,385,204
ACTIVATE TWIST	US	85/818,380	01/08/2013		
ACTIVATE TWIST	CA	1624155	04/25/2013		
ACTIVATE	CA	1629058	05/31/2013		
GET FRESH	US	85/934,096	05/16/2013		
ACTIVATE GET FRESH	US	85/934,093	05/16/2013		
ACTIVATE TWIST	AU	1582773	09/26/2013		
GET ACTIVATED	AU	1582772	09/26/2013		
ACTIVATE DRINKS	AU	1582771	09/26/2013		
ACTIVATE	AU	1582770	09/26/2013		
ACTIVATE	ZA	2013/26828	09/27/2013		
ACTIVATE DRINKS	ZA	2013/26829	09/27/2013		
ACTIVATE	ZA	2013/26836	09/27/2013		
ACTIVATE DRINKS	ZA	2013/26837	09/27/2013		
A BOTTLE FOR THE BETTER	US	85/470,655	11/11/2011	03/12/2013	4,300,042
A FRESH TWIST ON VITAMINS	US				
A TURN FOR THE BETTER	AU	1067473	11/30/2010	09/15/2011	1413340
A TURN FOR THE BETTER	BR	830853987	11/23/2010		
A TURN FOR THE BETTER	BR	830854045	11/23/2010		
A TURN FOR THE BETTER	CA	1,506,078	12/01/2010		
A TURN FOR THE BETTER	CN	N/A	11/30/2010	11/30/2010	G1067473
A TURN FOR THE BETTER	EU	1067473	11/30/2010	11/30/2010	1067473
A TURN FOR THE BETTER	HK	301771911	11/24/2010	11/14/2011	301771911
A TURN FOR THE BETTER	JP	N/A	11/30/2010		1067473
A TURN FOR THE BETTER	KR	N/A	11/30/2010		1067473
A TURN FOR THE BETTER	MX	1138982	12/01/2010		
A TURN FOR THE BETTER	MX	1138983	12/01/2010		
A TURN FOR THE BETTER	NZ	833639	06/02/2010	05/24/2011	833639
A TURN FOR THE BETTER	RU	N/A	11/30/2010	12/21/2011	1067473
A TURN FOR THE BETTER	SG	T1103000H	11/30/2010		1067473
A TURN FOR THE BETTER	US	85/053,262	06/02/2010	01/24/2012	4,091,745
A TURN FOR THE BETTER	WO			11/30/2010	1067473
ACTIVATE & Design	US	76/673,667	03/06/2007	07/22/2008	3,472,792
ACTIVATE	CA	1361941	08/31/2007	08/12/2009	TMA 745129
ACTIVATE	EU	009339409	08/27/2010		

Mark	CNTRY	Application No.	File Date	Reg Date	Registration #
ACTIVATE	EU	008507411	08/25/2009		
ACTIVATE	EU	008507428	08/25/2009		
ACTIVATE BY THE RISING BEVERAGE COMPANY LLC	EU	009339383	08/27/2010		
ACTIVATE	US	77/780,596	07/14/2009	04/26/2011	3,951,514
ACTIVATE	US	76/665,132	08/25/2006	10/28/2008	3,524,540
ACTIVATE & Design	CA	1361940	08/31/2007	08/12/2009	TMA 745143
ACTIVATE DRINKS	BR	830764690	09/20/2010		
ACTIVATE DRINKS	BR	830764666	09/20/2010		
ACTIVATE DRINKS	CA	1538781	08/08/2011	02/15/2013	843,507
ACTIVATE DRINKS	CA	1,480,388	05/10/2010		
ACTIVATE DRINKS	CN	A0019469	04/14/2010		1037012
ACTIVATE DRINKS	EU	W01037012	05/20/2010		
ACTIVATE DRINKS	HK	301592596	04/20/2010	12/05/2011	301592596AA
ACTIVATE DRINKS	HK	301592596AB	04/20/2010	04/20/2010	301592596AB
ACTIVATE DRINKS	JP	A0019469	04/14/2010		
ACTIVATE DRINKS	KR	N/A	12/10/2010		1037012
ACTIVATE DRINKS	MX	1117349	09/03/2010	08/18/2011	1233717
ACTIVATE DRINKS	MX	1117348	09/03/2010	08/18/2011	1233716
ACTIVATE DRINKS	NZ	822565	04/15/2010	03/22/2010	822565
ACTIVATE DRINKS	RU	A0019469	04/14/2010		1037012
ACTIVATE DRINKS	SG	T1006424C	04/14/2010	07/28/2010	T1006424C
ACTIVATE DRINKS	US	77/965,266	03/22/2010	05/31/2011	3,971,602
ACTIVATE DRINKS	WO			04/14/2010	1037012
IT'S HID IN THE LID	US	77/216,197	06/26/2007	08/12/2008	3,485,956
PURE WATER NOTHING MORE	US	77/815,113	08/28/2009	03/15/2011	3,931,932