

01-08-2002

Docket No.:

T25,082 USA



Tab settings → → → ▼ ▼

Attached original documents or copy thereof.

To the Honorable Commissioner of Patent

101925418

12-31-01

1. Name of conveying party(ies):

Observ, Inc.

- Individual(s)
- General Partnership
- Corporation-State Colorado
- Other
- Association
- Limited Partnership

Additional names(s) of conveying party(ies) Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: _____

2. Name and address of receiving party(ies):

Name: Beverage Marketing USA, Inc.

Internal Address: _____

Street Address: 1890 Palmer Avenue

City: Larchmont State: NY ZIP: 10538

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State New York
- Other

If assignee is not domiciled in the United States, a domestic designation is Yes N
(Designations must be a separate document from Additional name(s) & address(es) Yes N

4. Application number(s) or registration numbers(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

75/709,636

Additional numbers Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Lisa B. Lane, Esquire

Internal Address: Synnestvedt & Lechner LLP

Street Address: 2600 ARAMARK Tower

1101 Market Street

City: Philadelphia State: PA ZIP: 19107

6. Total number of applications and registrations involved:.....

1

7. Total fee (37 CFR 3.41):.....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

01/07/2002 LMUELLER 00000018 75709636

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Lisa B. Lane

Lisa B. Lane

August 15, 2001

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments, and

4

TRADEMARK

REEL: 002391 FRAME: 0584

TRADEMARK ASSIGNMENT

WHEREAS, Observ, Inc., a Colorado corporation with a principal place of business at 205 Denargo Market, Denver, Colorado 80216 ("Assignor"), has adopted, owns and is currently using the Mark ARIZONA SNOW and Design ("the Mark") in connection with the following goods: flavored ice; and

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the above-described goods, Application Serial No. 75-709,636 filed on May 17, 1999;

WHEREAS, Assignor has used the Mark in interstate commerce since at least as early as June, 1999; and Assignor has verified such use of the mark, as evidenced by the attached Statement of Use executed by Assignor as applicant; and

WHEREAS, Beverage Marketing USA, Inc., a New York corporation, with a principal place of business at 1890 Palmer Avenue, Larchmont, New York, 10538 ("Assignee"), desires to acquire the Mark and, effective upon filing with the U.S. Trademark Office the attached executed Statement of Use, the above-identified application and any U.S. registration which may be issued as a result therefrom.

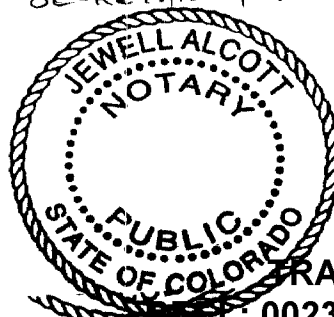
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark and, effective upon filing with the U.S. Trademark Office the attached executed Statement of Use, the above-identified application for registration and any U.S. registration which may be issued as a result therefrom.

6 | 11 | 2001
Dated

Graham P. Mitchell
Observ, Inc.
By: GRAHAM P. MITCHELL
Title: SECRETARY / TREASURER

SUBSCRIBED and SWORN to before me
this 11th of June, 2001.

Jewell Alcott
Notary Public
My Commission Expires: 1-26-2004



RECORDED: 12/31/2001

TRADEMARK
SERIAL: 002391 FRAME: 0585