

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JAMAICA BEVERAGES LIMITED		10/06/2008	limited company: JAMAICA
RECEIVING PARTY DATA			
Name:	S.M. JALEEL & COMPANY LIMITED		
Street Address:	Otaheite Industrial Estate		
City:	South Oroponce		
State/Country:	TRINIDAD/TOBAGO		
Entity Type:	CORPORATION: TRINIDAD/TOBAGO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77577850	COOL RUNNINGS	
CORRESPONDENCE DATA			
Fax Number:	(212)837-6269		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2128376550		
Email:	kuhn@hugheshubbard.com		
Correspondent Name:	Perla M. Kuhn		
Address Line 1:	Hughes Hubbard & Reed LLP		
Address Line 2:	One Battery Park Plaza		
Address Line 4:	New York, NEW YORK 10004-1482		
ATTORNEY DOCKET NUMBER:	91760.0002 PMK/ESP		
DOMESTIC REPRESENTATIVE			
Name:	Perla M. Kuhn		
Address Line 1:	Hughes Hubbard & Reed LLP		
Address Line 2:	One Battery Park Plaza		
Address Line 4:	New York, NEW YORK 10004-1482		

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NAME OF SUBMITTER:	Perla M. Kuhn
Signature:	/Perla M. Kuhn/
Date:	10/07/2008
Total Attachments: 2 source=Cool Runnings Assignment#page1.tif source=Cool Runnings Assignment#page2.tif	

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
ASSIGNMENT OF APPLICATION
BASED ON INTENT TO USE

WHEREAS, Jamaica Beverages Limited ("Assignor"), a limited company of Jamaica, with a place of business at Complex, Naggo Head, Portmore, 5 Henderson Avenue, Naggo Head Industrial, St. Catherine, Jamaica, has a bona fide intent to use the mark COOL RUNNINGS & DESIGN (the "Mark"), in connection with "purified bottled drinking water" in International Class 32;

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignors' bona fide intent to use the Mark in commerce in connection with the above-described goods as follows:

<u>APPLICATION SERIAL NO.</u>	<u>FILING DATE</u>	<u>MARK</u>
77/577,850	September 24, 2008	COOL RUNNINGS & DESIGN

WHEREAS, S.M. Jaleel & Company Limited, a corporation of Trinidad/Tobago, with a principal place of business at Otaheite Industrial Estate, South Oroponce, Trinidad/Tobago ("Assignee"), desires to acquire the business of Assignor in connection with which Assignor has a bona fide intent to use the Mark and the above-described application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers the Mark and the above-referenced Application there for, together with that portion of Assignor's business in connection with which it has a bona fide intent to use the Mark, and all of Assignor's rights therein, to Assignee.

JAMAICA BEVERAGES LTD.

By: Glen F. Rajack
Glen F. Rajack
Manager Corporate Services

Dated: October 6, 2008

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : S.M. Jaleel & Company Limited
Mark : COOL RUNNINGS & DESIGN
Application No. : 77/577,850
Filed : September 24, 2008

POWER OF ATTORNEY

SIR:

In the matter of the above-identified Application, Applicant hereby appoints PERLA M. KUHN, NATASHA N. REED and ROBERT SAMPSON of the law offices of HUGHES HUBBARD & REED LLP, One Battery Park Plaza, New York, NY 10004-1482, its attorneys with full power of substitution and revocation and to transact all business in the U.S. Patent and Trademark Office in connection with this Application. The Address for service should be directed to Applicant's attorneys at the address given above.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

HUGHES HUBBARD & REED LLP, whose postal address is One Battery Park Plaza, New York, New York 10004-1482, United States of America, is hereby designated Applicant's representative upon whom notices of process in proceedings affecting the mark may be served.

S.M. JALEEL & COMPANY LIMITED

By: Glen F. Rajack
Name: Glen F. Rajack
Title: Manager Corporate Services

Dated: October 6, 2008

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