

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
OBC, LLC		11/17/2009	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	O'Neill Beverage Co., Ltd.		
Street Address:	8418 South Jac Lac Ave.		
City:	Parlier		
State/Country:	CALIFORNIA		
Postal Code:	93648		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2750056	CATALYST	
CORRESPONDENCE DATA			
Fax Number:	(415)362-1494		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	415-362-1215		
Email:	bstrike@beveragelaw.com		
Correspondent Name:	Barry Strike		
Address Line 1:	260 California Street, Suite 1001		
Address Line 4:	San Francisco, CALIFORNIA 94111		
NAME OF SUBMITTER:		Barry Strike	
Signature:		/BStrike/	
Date:		11/30/2009	
Total Attachments: 1			

OP \$40.00 2750056

900148768

**TRADEMARK
 REEL: 004105 FRAME: 0143**

ASSIGNMENT OF U.S. TRADEMARK,
U.S. TRADEMARK REGISTRATION, AND
THE GOODWILL ASSOCIATED THEREWITH

WHEREAS, OBC, LLC, a California limited liability company having an address of 101 Larkspur Landing Circle, Suite 350, Larkspur, CALIFORNIA 94939 (Assignor"), has adopted, used and is using the following Mark which is registered in the U.S. Patent and Trademark Office as follows:

<u>MARK</u>	<u>REG. NO.</u>	<u>ISSUE DATE</u>
CATALYST	2,750,056	August 12, 2003

WHEREAS, O'Neill Beverage Co., Ltd., a Delaware LLC, having an address of 8418 South Lac Jac Avenue, Parlier, CALIFORNIA 93648 ("Assignee"), is desirous of acquiring said Mark, the registration therefor, and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby convey, transfer, assign, deliver, and contribute unto Assignee all of Assignor's right, title, and interest of whatever kind in and to the Mark, together with: (1) the goodwill of the business relating to the products upon which the Mark is used and for which it is registered; (2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Mark; and (3) all rights to sue for past, present and future infringements or misappropriations of the Mark.

Assignor further covenants that he will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Mark, registration therefor, and the goodwill associated therewith.

ASSIGNOR: OBC, LLC

November 17, 2009


Member