

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		RELEASE BY SECURED PARTY	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Fifth Third Bank		11/24/2010	Banking Corporation: MICHIGAN
RECEIVING PARTY DATA			
Name:	ISI Brands, Inc.		
Street Address:	3133 Orchard Vista Drive		
City:	Grand Rapids		
State/Country:	MICHIGAN		
Postal Code:	49546		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3325744	DRINK POSITIVE	
CORRESPONDENCE DATA			
Fax Number:	(202)533-9099		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	202-467-8856		
Email:	jspiantanida@vorys.com		
Correspondent Name:	Vorys, Sater, Seymour and Pease LLP		
Address Line 1:	1909 K Street NW -- 9th Floor		
Address Line 2:	Attn: Richard S. Donnell, Esq.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006		
ATTORNEY DOCKET NUMBER:	05252-371/1707/RELEASEISI		
NAME OF SUBMITTER:	Richard S. Donnell		
Signature:	/richard s donnell/		

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TRADEMARK
 REEL: 004440 FRAME: 0564

Date:

12/23/2010

Total Attachments: 2

source=notice of release of security interest in trademark#page1.tif

source=notice of release of security interest in trademark#page2.tif

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Trademark Holder: ISI Brands Inc. ("ISI")
Secured Party: Fifth Third Bank ("Secured Party")
Reel/Frame No.: 003775/0032
Date of Recordation of Security: May 9, 2008
Interest:

Notice of Release of Security Interest in Trademark

Commissioner for Trademarks
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Notice is hereby given that, solely to the extent of the trademark set forth in the attached Exhibit (such trademark and any rights relating thereto being, collectively, the "Released Trademark Collateral"), Secured Party hereby releases its security interests in the Released Trademark Collateral, without representation or warranty of any kind, express or implied, as of the date indicated below.

Respectfully submitted,

Fifth Third Bank

By: 

Andrew P. Hanson, Vice President

Date: November 24, 2010

NYCDMS/1169649.2

TRADEMARK
REEL: 004440 FRAME: 0566

Patent Holder: ISI Brands Inc.
Secured Party: Fifth Third Bank
Reel/Frame No.: 003775/0032
Date of Recordation of Security Interest: May 9, 2008

**Exhibit to
Notice of Release of Security Interest in Trademark**

Mark	Application No.	Filing Date	Registration No.	Issue Date
DRINK POSITIVE	78475081	08/27/2004	3325744	10/30/2007