

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		Assignment for Security	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Move Collective LLC		01/27/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Rosenthal & Rosenthal, Inc.		
Street Address:	1370 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77856518	BOBBLE MAKE WATER BETTER	
CORRESPONDENCE DATA			
Fax Number:	(212)564-6083		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-947-7200		
Email:	jdougherty@nationalcorp.com		
Correspondent Name:	Joseph Dougherty		
Address Line 1:	10 E 40th Street, 10th Fl		
Address Line 2:	National Corporate Research		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	N333001		
NAME OF SUBMITTER:	Omar J. Barbero		
Signature:	/Omar J. Barbero/		

OP \$40.00 77856518

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**TRADEMARK
 REEL: 004463 FRAME: 0739**

Date:

01/28/2011

Total Attachments: 5

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ASSIGNMENT FOR SECURITY

WHEREAS, MOVE COLLECTIVE LLC, a limited liability company formed under the laws of Delaware located at 319 Lafayette Street, New York, NY 10012 (the "Company"), has adopted, used and is using the marks annexed hereto as Schedule A (the "Marks"); and

WHEREAS, The Company is obligated to Rosenthal & Rosenthal, Inc. (the "Lender") located at 1370 Broadway, New York, New York 10018, pursuant to (i) a Factoring Agreement dated August 16, 2010 between the Lender and the Company and (ii) a certain Security Agreement in Trademarks, dated August 16, 2010 made by the Company in favor of the Lender (the "Agreements"); and


WHEREAS, pursuant to the Agreements, the Company is granting to the Lender a security interest in the Marks, the good will of the business symbolized by the Marks,

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Company does hereby assign unto the Lender for security and grant to the Lender a security interest in and to the Marks, together with the good will of the business symbolized by the Marks, which assignment for security and security interest shall secure all the Obligations as defined in the Agreements and in accordance with the terms and provisions thereof.

The Lender expressly acknowledges and affirms that the rights and remedies of the Lender with respect to the assignment for security and security interest granted hereby are more fully set forth in the Agreements.

Dated: January 27, 2011

MOVE COLLECTIVE LLC

By: 
Richard Smiedt, Manager & CEO

North Carolina
STATE OF ~~NEW YORK~~)
Mecklenburg: ss.:
COUNTY OF ~~NEW YORK~~)

On the 27th day of January, 2011 before me, the undersigned, personally came sworn, Richard Smiedt, that he is the Manager of MOVE COLLECTIVE LLC described in and which executed the foregoing instrument; that he executed the same in such capacity and that he had authority to execute such instrument and that by his signature on the instrument, the limited liability company duly executed the instrument.


Notary Public

Commission Expires: 12/1/12

SCHEDULE A

(Trademarks and Domain Names in the United States)

<u>MARK</u>	<u>SERIAL/REG. NO.</u>	<u>CLASSES</u>
BOBBLE MAKE WATER BETTER	77856518	April 6, 2010

Domain Names

SPECIAL POWER OF ATTORNEY

STATE OF NEW YORK)
)
COUNTY OF NEW YORK) ss.:

KNOW ALL MEN BY THESE PRESENTS, that MOVE COLLECTIVE LLC, a limited liability company formed under the laws of the State of Delaware, with its principal office at 319 Lafayette Street, New York, NY 10012 (hereinafter called the "Company"), hereby appoints and constitutes Rosenthal & Rosenthal, Inc., a New York corporation with offices at 1370 Broadway, New York, NY 10018 (hereafter called the "Lender"), its true and lawful attorney, with full power of substitution, and with full power and authority to perform the following acts on behalf of the Company:

1. To execute, endorse, register and record any and all documents, statements, certificates or other paper in the Company's name that are necessary or advisable to properly and completely effect the transfer to Lender of all right, title and interest of the Company in and to any trademarks, service marks, trade names, licenses, copyrights, patents and domain names wherever located, and all applications and registrations thereof filed in any government or other office anywhere in the world (hereinafter, the "Intellectual Property Security Agreement"); and
2. To execute, endorse, register and record any and all documents, statements, certificates or other papers necessary or advisable in order to obtain the purposes described above as the Lender may in its sole discretion determine.

This Power of Attorney is made pursuant to an Intellectual Property Security Agreement, effective as of August 16, 2010 executed by the Company and may not be revoked until the payment in full of all Obligations as defined in such Intellectual Property Security Agreement.

MOVE COLLECTIVE LLC

By: _____

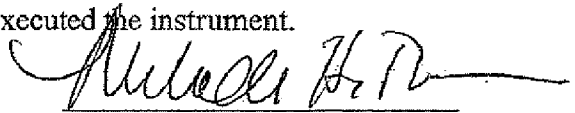


Richard Smiedt, Manager & CEO

North Carolina
State of ~~New York~~)
Mecklenburg)
County of ~~New York~~)

ss.:

On the 27th day of January, 2011 before me, the undersigned, personally appeared Richard Smiedt to me known, who being by me duly sworn, did depose and say that he is the Manager of MOVE COLLECTIVE LLC which executed the foregoing instrument; that he executed the same in such capacity and that he had authority to execute such instrument and that by his signature on the instrument, the company duly executed the instrument.



Notary Public

Commission Expires: 12/1/12