

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT												
NATURE OF CONVEYANCE:	Corrective Assignment to correct the effective date of assignment (November 17, 2010) previously recorded on Reel 004433 Frame 0258. Assignor(s) hereby confirms the assignment of the entire interest and the goodwill.												
CONVEYING PARTY DATA													
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Name</th> <th style="width:20%;">Formerly</th> <th style="width:15%;">Execution Date</th> <th style="width:35%;">Entity Type</th> </tr> </thead> <tbody> <tr> <td>Exotica Beverage, Inc.</td> <td></td> <td>11/19/2010</td> <td>CORPORATION: DELAWARE</td> </tr> </tbody> </table>		Name	Formerly	Execution Date	Entity Type	Exotica Beverage, Inc.		11/19/2010	CORPORATION: DELAWARE				
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Exotica Beverage, Inc.		11/19/2010	CORPORATION: DELAWARE										
RECEIVING PARTY DATA													
<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:20%;">Name:</td> <td>Body Armor Nutrition, LLC</td> </tr> <tr> <td>Street Address:</td> <td>630 Clinton Place</td> </tr> <tr> <td>City:</td> <td>Beverly Hills</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>90210</td> </tr> <tr> <td>Entity Type:</td> <td>LIMITED LIABILITY COMPANY: DELAWARE</td> </tr> </table>		Name:	Body Armor Nutrition, LLC	Street Address:	630 Clinton Place	City:	Beverly Hills	State/Country:	CALIFORNIA	Postal Code:	90210	Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE
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PROPERTY NUMBERS Total: 2													
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:20%;">Property Type</th> <th style="width:15%;">Number</th> <th style="width:65%;">Word Mark</th> </tr> </thead> <tbody> <tr> <td>Serial Number:</td> <td>77447602</td> <td>BODY ARMOR</td> </tr> <tr> <td>Registration Number:</td> <td>3886570</td> <td>BODY ARMOR</td> </tr> </tbody> </table>		Property Type	Number	Word Mark	Serial Number:	77447602	BODY ARMOR	Registration Number:	3886570	BODY ARMOR			
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Serial Number:	77447602	BODY ARMOR											
Registration Number:	3886570	BODY ARMOR											
CORRESPONDENCE DATA													
<p>Fax Number: (703)243-6410 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 703-243-6333</p> <p>Email: mandell@mwzb.com, docketing@mwzb.com, cohen@mwzb.com</p> <p>Correspondent Name: Adam D. Mandell, Esquire</p> <p>Address Line 1: 2200 Clarendon Blvd., Ste 1400</p> <p>Address Line 4: Arlington, VIRGINIA 22201</p>													
ATTORNEY DOCKET NUMBER:	LCOLLINS-0022-T												
NAME OF SUBMITTER:	Adam D. Mandell, Esquire												

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**TRADEMARK
 REEL: 004450 FRAME: 0738**

Signature:	/adm/
Date:	01/11/2011
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TRADEMARK ASSIGNMENT



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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Exotica Beverage, Inc.		11/17/2010	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Body Armor Nutrition, LLC
Street Address:	630 Clinton Place
City:	Beverly Hills
State/Country:	CALIFORNIA
Postal Code:	90210
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Serial Number:	77447602	BODY ARMOR
Registration Number:	3886570	BODY ARMOR

CORRESPONDENCE DATA

Fax Number: (703)243-6410
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 703-243-6333
 Email: mandell@mwzb.com, cohen@mwzb.com, docketing@mwzb.com
 Correspondent Name: Jeffrey R. Cohen
 Address Line 1: 2200 Clarendon Blvd
 Address Line 2: Ste 1400
 Address Line 4: Arlington, VIRGINIA 22201

ATTORNEY DOCKET NUMBER:	LCOLLINS-0022-T
NAME OF SUBMITTER:	Jeffrey R. Cohen, Esquire
Signature:	/jrc/

TRADEMARK

CH \$65.00 77447602

Date:

12/14/2010

Total Attachments: 1

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TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of November 19, 2010 from Exotica Beverage, Inc. ("ASSIGNOR") to Body Armor Nutrition, LLC ("ASSIGNEE").

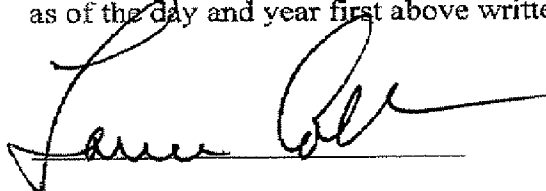
WHEREAS, ASSIGNOR is the owner of the trademarks (the "Marks") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods on which the Marks are used as well as that part of the business to which the Marks pertain ("the Products").

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks, the goodwill associated therewith and that part of the business to which the Marks pertain.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks, together with (1) the goodwill of the business relating to the Products in respect upon which the Marks are used and for which they are registered: (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damaged, and payments for past or future infringements and misappropriations of the Marks: and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks; and that part of the business to which the Marks pertain.

ASSIGNOR further covenants that it 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 Marks and the business transferred in connection therewith.

IN WITNESS WHEREOF, ASSIGNOR has duly executed and delivered this Assignment, as of the day and year first above written.



Body Armor Nutrition, LLC



Exotica Beverage, Inc.

Exhibit A

1. Body Armor Serial No. 77447602 Filing Date 4/14/2008
2. Body Armor Serial No. 77105428 Filing Date 2/12/2007