

08/11/2011



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Electronic Version v1.1  
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6-10-11  
MRD

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
P.R. Performance, Inc.		06/19/2009	CORPORATION:
RECEIVING PARTY DATA			
Name:	Pure Bean & Leaf Brands, LLC		
Street Address:	One Coca-Cola Plaza		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30313		
Entity Type:	LIMITED LIABILITY COMPANY: <i>Delaware</i>		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3388052	ENERGY FOR THE GOOD LIFE	
Registration Number:	2543145	BURN	
Registration Number:	3251654	BURN ENERGY DRINK	
CORRESPONDENCE DATA			
Fax Number:	(404)598-4243		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4046764243		
Email:	pguibault@na.ko.com		
Correspondent Name:	Paula Guibault		
Address Line 1:	One Coca-Cola Plaza		
Address Line 4:	Atlanta, GEORGIA 30313		
ATTORNEY DOCKET NUMBER:	81185436		
NAME OF SUBMITTER:	Jolene Denton		
Signature:	/jmd/		

CH \$90.00 3388052

Date:

06/10/2011

Total Attachments: 3

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Exhibit C

Assignment

WHEREAS, P.R. Performance, Inc., located at 339 Martin Luther King Jr. Drive, Greensboro, North Carolina 27406 ("Assignor"), is the owner of all right, title and interest in and to the trademarks ENERGY FOR THE GOOD LIFE (Reg. No. 3388052), BURN (Reg. No. 2543145) and BURN ENERGY DRINK (Reg. No. 3251654) as well as the domain names burnenergydrink.com, burnenergydrinks.com, sourceburn.com, sourcebeverages.com, sourcedrinks.com, energyfortheoodlife.com and burntunertour.com ( collectively the "Trademarks") and all goodwill related thereto; and

WHEREAS Pure Bean & Leaf Brands, LLC ("Assignee"), is desirous of acquiring the Trademarks as well as the goodwill associated therewith;

WHEREAS, the assignment of the Trademarks shall be made of record with the United States Patent and Trademark Office; and

WHEREAS, Assignor agrees that it will execute or arrange for execution of such further assignment documents or other legal instruments as may be required, if any, from Assignor to permit Assignee to obtain recordation of the assignments and registrations therewith, from Assignor to Assignee.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, as well as all rights to damages, profits, due or accrued, arising out of past and future infringement of the Trademarks and the right to sue and recover for the same.

[Signatures On The Following Pages]

In WITNESS WHEREOF, the parties have caused this Assignment to be signed by a  
duly authorized officer this 19<sup>th</sup> day of JUNE, 2009.

P.R. Performance, Inc.

By [Signature]  
Name Tyler Benedict  
Title President / CEO

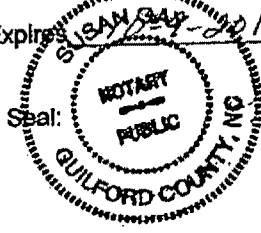
NOTARY ACKNOWLEDGEMENT

Before the undersigned authority duly empowered to administer oaths personally appeared the  
individual identified above who, after being duly sworn, attested that he/she is the authorized  
representative of the party identified above, and that he/she signed the forgoing instrument with  
full authority to do so on behalf of such party.

This 19 day of June, 2009.

By [Signature]  
Name Susan Gay

Commission Expires SUSAN GAY 07-0-2010



In WITNESS WHEREOF, the parties have caused this Assignment to be signed by a duly authorized officer this 24 day of June, 2009.

Pure Bean & Leaf Brands, LLC

By [Signature]

Name Don L. Lockridge

Title Assistant Treasurer

NOTARY ACKNOWLEDGEMENT

Before the undersigned authority duly empowered to administer oaths personally appeared the individual identified above who, after being duly sworn, attested that he/she is the authorized representative of the party identified above, and that he/she signed the forgoing instrument with full authority to do so on behalf of such party.

This 24 day of June, 2009.

By [Signature]

Name Kathryn M. Manginelli

Commission Expires May 31, 2010

Seal:

KATHRYN M. MANGINELLI  
Notary Public, State of New York  
Reg. No. 01MA4630398  
Qualified in New York County  
Commission Expires May 31, 2010