

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Hansen Beverage Company		01/05/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Monster Energy Company
Street Address:	550 Monica Circle, Suite 201
City:	Corona
State/Country:	CALIFORNIA
Postal Code:	92880
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 177

Property Type	Number	Word Mark
Registration Number:	3573936	ACE
Registration Number:	3932120	ADMIRAL
Registration Number:	3782441	ANTI GRAVITY
Registration Number:	3357068	ASSAULT
Registration Number:	3924797	ASSAULT M MONSTER ENERGY
Registration Number:	3949989	ASSAULT M MONSTER ENERGY
Registration Number:	3573128	BFC
Registration Number:	3851986	BIG BLACK M JAVA MONSTER
Registration Number:	3053402	BLUE SKY
Registration Number:	4036188	CADDY SHACK
Registration Number:	3611229	CHAI HAI
Registration Number:	4004397	DIRT SHARK
Registration Number:	2521250	ENERGADE
Registration Number:	3482096	ENERGY PRO

OP \$4440.00 3573936

Registration Number:	3345462	FIZZIT
Registration Number:	4003145	FRUIT STIX
Registration Number:	1253907	GRAPEFRUIT HANSEN'S NATURAL SODA
Registration Number:	4033092	HAMMER M X-PRESSO MONSTER
Registration Number:	3642853	HAMMER'S
Registration Number:	2593887	ENERGY HANSENS
Registration Number:	3000669	HANSEN'S DIET RED ENERGY
Registration Number:	2581532	HANSEN'S E2O ENERGY WATER
Registration Number:	2673954	HANSEN'S NATURAL MULTI-VITAMIN JUICE SLAM
Registration Number:	4030268	HANSEN'S NATURAL PRIMAL ENERGY TEA
Registration Number:	4030269	HANSEN'S NATURAL PRIMAL ENERGY TEA
Registration Number:	1258779	HANSEN'S NATURAL SODA
Registration Number:	3049284	HANSEN'S NATURAL SODA
Registration Number:	3470780	HANSEN'S SMOOTHIE
Registration Number:	1258780	HANSEN'S
Registration Number:	3606510	HEAVY METAL
Registration Number:	3772501	HITMAN
Registration Number:	3790828	HITMAN ENERGY SHOOTER
Registration Number:	4025054	HUBERT'S
Registration Number:	3424765	IMPORTED FROM NATURE
Registration Number:	3424766	IMPORTED FROM NATURE
Registration Number:	3700862	IRISH BLEND
Registration Number:	3959457	JAVA MONSTER
Registration Number:	2358619	JUICE BLAST
Registration Number:	3679213	JUICE SLAM
Registration Number:	3991193	JUNIOR JUICE GARDEN TWIST
Registration Number:	3628316	JUNIOR WATER
Registration Number:	3552521	KHAOS
Registration Number:	3934928	KILLER-B
Registration Number:	4045785	LIQUIDFRUIT
Registration Number:	3672832	LO-BALL
Registration Number:	3796946	LOBO
Registration Number:	3493231	LOCA MOCA
Registration Number:	4058407	LOCA MOCA JAVA MONSTER
Registration Number:	3852118	LO-CARB MONSTER ENERGY

	3434821	M
Registration Number:	4011301	M
Registration Number:	3963668	M
Registration Number:	3963669	M
Registration Number:	4051650	M
Registration Number:	2903214	M
Registration Number:	3434822	M
Registration Number:	3739018	M
Registration Number:	4042401	M EXPORT
Registration Number:	3740050	M IMPORT
Registration Number:	3044314	M MONSTER ENERGY
Registration Number:	3134842	M MONSTER ENERGY
Registration Number:	3914828	M MONSTER ENERGY
Registration Number:	3908600	M MONSTER ENERGY
Registration Number:	3923683	M MONSTER ENERGY
Registration Number:	3908601	M MONSTER ENERGY
Registration Number:	3134841	M MONSTER ENERGY
Registration Number:	3936161	M MONSTER M-80 ENERGY + JUICE
Registration Number:	3679308	M-80
Registration Number:	3489352	MEAN BEAN
Registration Number:	4036680	MONSTER ENERGY
Registration Number:	3044315	MONSTER ENERGY
Registration Number:	3057061	MONSTER ENERGY
Registration Number:	4036681	MONSTER ENERGY
Registration Number:	4030735	MONSTER ENERGY EXTRA STRENGTH NITROUS TECHNOLOGY
Registration Number:	3948164	MONSTER HITMAN
Registration Number:	3951252	MONSTER HITMAN ENERGY SHOOTER
Registration Number:	3939395	MONSTER KHAOS ENERGY + JUICE
Registration Number:	3966554	MONSTER M-80
Registration Number:	3852123	MONSTER MIXXD
Registration Number:	3901266	NITROUS MONSTER ENERGY
Registration Number:	3605115	NUT UP
Registration Number:	3855423	ORIGINALE M JAVA MONSTER
Registration Number:	3838986	PEACE TEA

Registration Number:	3353473	REHAB
Registration Number:	3110254	RUMBA
Registration Number:	3470647	RUMBA
Registration Number:	3785527	SELF BEAUTY ELIXIR
Registration Number:	3786660	SNIPER
Registration Number:	3849814	SUPER DRY M NITROUS MONSTER ENERGY
Registration Number:	3623470	THE JUICE IS LOOSE
Registration Number:	3917372	RUSSIAN M JAVA MONSTER
Registration Number:	3804177	TRIFECTA
Registration Number:	2769364	UNLEASH THE BEAST!
Registration Number:	3538751	VIDRATION
Registration Number:	4011378	WORX ENERGY
Registration Number:	4014306	X-PRESSO MONSTER
Registration Number:	3816275	YOUTH BEAUTY SELF BEAUTY ELIXIR
Serial Number:	85086119	ANTI-GRAVITY NITROUS MONSTER ENERGY
Serial Number:	85038345	B WELL
Serial Number:	85485264	BOARDERSTYLE
Serial Number:	77953639	CARB COOL
Serial Number:	77704753	D-STRESS
Serial Number:	85424152	ENERGY BLASTER 3000
Serial Number:	77816986	HANSEN'S
Serial Number:	85385212	NATURAL HANSEN'S CANE SODA
Serial Number:	77842825	HANSEN'S SLIM DOWN
Serial Number:	85111452	HANSEN'S SUPERNATURALS
Serial Number:	85494451	JAVA MONSTER UNLEADED
Serial Number:	85227636	JUNIOR JUICE COCONUT WATER TWIST
Serial Number:	85086125	KILLER B NITROUS MONSTER ENERGY
Serial Number:	85086126	LOBO MONSTER HITMAN
Serial Number:	85093971	M3
Serial Number:	77502315	MONSTER BAD APPLE
Serial Number:	85086015	MONSTER BIG GUN
Serial Number:	85267758	MONSTER BIOACTIVATED
Serial Number:	85086080	MONSTER BLACK
Serial Number:	85086091	MONSTER BLACK ATTACK
Serial Number:	77432594	MONSTER BLACK ICE

	85086660	MONSTER BLO-BACK
Serial Number:	85086117	MONSTER BLUE ICE
Serial Number:	85086086	MONSTER DOUBLE BLACK
Serial Number:	85086110	MONSTER E.Z.
Serial Number:	85086109	MONSTER EASY
Serial Number:	78658118	MONSTER ENERGY + JUICE KHAOS
Serial Number:	85086118	MONSTER ENERGY AGENT ORANGE
Serial Number:	86086121	
Serial Number:	85086122	MONSTER ENERGY DOUBLE TROUBLE
Serial Number:	85086123	MONSTER ENERGY FULL HOUSE
Serial Number:	85086124	MONSTER ENERGY HEAVY METAL
Serial Number:	77563659	MONSTER ENERGY PERFECTION
Serial Number:	85246477	MONSTER ENERGY PINK
Serial Number:	85086116	MONSTER GIRL
Serial Number:	85078821	MONSTER HYDRATE
Serial Number:	85080780	MONSTER HYDRATOR
Serial Number:	85086561	MONSTER JEFE
Serial Number:	85086106	MONSTER MAGNUM
Serial Number:	85081810	MONSTER MAN
Serial Number:	85077042	MONSTER MUSCLE
Serial Number:	85086031	MONSTER MUSCLE-UP
Serial Number:	85081818	MONSTER MUTANT
Serial Number:	77563686	MONSTER PERFECTION
Serial Number:	85078973	MONSTER PERFORM
Serial Number:	85086115	MONSTER PERFORMANCE
Serial Number:	85084961	MONSTER PERFORMER
Serial Number:	85086108	MONSTER PINK
Serial Number:	85081745	MONSTER PRE
Serial Number:	78800316	MONSTER PREDATOR
Serial Number:	85081777	MONSTER PRO
Serial Number:	85081787	MONSTER PRO AM
Serial Number:	85081768	MONSTER PROFESSIONAL
Serial Number:	85077056	MONSTER PROTEIN
Serial Number:	85078615	MONSTER RAW
Serial Number:	85078475	MONSTER RECHARGED

	85078804	MONSTER RECOVERY
Serial Number:	85078405	MONSTER REHAB
Serial Number:	85406210	MONSTER REHAB
Serial Number:	85080854	MONSTER REHYDRATE
Serial Number:	85081275	MONSTER REHYDRATOR
Serial Number:	85078387	MONSTER RIPPER
Serial Number:	85086104	MONSTER SHOT
Serial Number:	85078964	MONSTER SPORT
Serial Number:	85086102	MONSTER SPORTSTER
Serial Number:	85086098	MONSTER SS
Serial Number:	85086099	MONSTER SUPER SPORT
Serial Number:	85388932	MONSTER UNLEADED
Serial Number:	85174969	MONSTER VIRGO
Serial Number:	85086103	MONSTER X-SPORT
Serial Number:	77147301	MONSTERCROSS
Serial Number:	85077052	MUSCLE MONSTER
Serial Number:	85485392	PEACE ICED COFFEE
Serial Number:	85168304	REHAB THE BEAST!
Serial Number:	85081820	SHE MONSTER
Serial Number:	85427476	SIZE DOES MATTER!
Serial Number:	77639336	STAMINA
Serial Number:	85081796	UBER MONSTER
Serial Number:	85197756	UNLEASH THE NITRO BEAST!
Serial Number:	85306036	ANGELENO

CORRESPONDENCE DATA

Fax Number: (949)760-9502

Phone: 949-760-0404

Email: efiling@kmob.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Diane M. Reed

Address Line 1: 2040 Main Street, 14th Floor

Address Line 4: Irvine, CALIFORNIA 92614

ATTORNEY DOCKET NUMBER:

HANBEV.1210GEN

NAME OF SUBMITTER:

Diane M. Reed

TRADEMARK
REEL: 004699 FRAME: 0068

	/Diane M. Reed/
Date:	01/13/2012
Total Attachments: 3 source=Certif_of_Amendment#page1.tif source=Certif_of_Amendment#page2.tif source=Certif_of_Amendment#page3.tif	

Delaware

PAGE 1

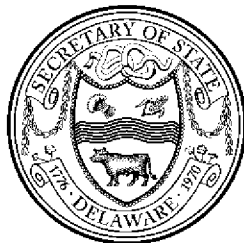
The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "HANSEN BEVERAGE COMPANY", CHANGING ITS NAME FROM "HANSEN BEVERAGE COMPANY" TO "MONSTER ENERGY COMPANY", FILED IN THIS OFFICE ON THE FIFTH DAY OF JANUARY, A.D. 2012, AT 4:30 O'CLOCK P.M.


A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

2300067 8100

120016509



You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 9276649

DATE: 01-05-12

TRADEMARK
REEL: 004699 FRAME: 0070

**CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF INCORPORATION
OF
HANSEN BEVERAGE COMPANY**

**Under Section 242 of the
Delaware General Corporation Law**

We, the undersigned, being Chief Executive Officer and President of Hansen Beverage Company, a corporation existing under the laws of the State of Delaware, do hereby certify as follows:

FIRST: The name of the Corporation is Hansen Beverage Company.

SECOND: The amendment to the certificate of incorporation effected by this Certificate is as follows:

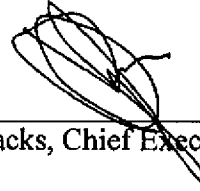
(1) To delete ARTICLE I of the certificate of incorporation and substitute in lieu thereof the following new ARTICLE I:

"The name of the Corporation is: Monster Energy Company."

THIRD: The amendment of the certificate of incorporation herein certified has been duly adopted in accordance with the provisions of Section 242 and 141(f) of the General Corporation Law of the State of Delaware.

[Remainder of page left blank intentionally]

2012. IN WITNESS THEREOF, we have signed this Certificate this 5th day of January,



Rodney C. Sacks, Chief Executive Officer

Attest:



Hilton H. Schlosberg, President