

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
iVation LLC	08/01/2012
RECEIVING PARTY DATA	
Name:	A.J.H. Holdings LLC
Street Address:	1455 HILLCREST DRIVE
City:	ANCHORAGE,
State/Country:	ALASKA
Postal Code:	99503
PROPERTY NUMBERS Total: 2	
Property Type	Number
Patent Number:	D628085
Patent Number:	D627234
CORRESPONDENCE DATA	
Fax Number:	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	4156142600
Email:	jr@ridlesslaw.com
Correspondent Name:	Joshua Ridless
Address Line 1:	244 California Street
Address Line 2:	Suite 300
Address Line 4:	San Francisco, CALIFORNIA 94111
NAME OF SUBMITTER:	Tony Hanak
	This document serves as an Oath/Declaration (37 CFR 1.63).
Total Attachments: 3	
source=2012-08-01 Agrmt for Assgmt of IP#page1.tif	
source=2012-08-01 Agrmt for Assgmt of IP#page2.tif	
source=2012-08-01 Agrmt for Assgmt of IP#page3.tif	

OP \$80.00 D628085

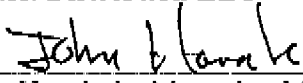
**AGREEMENT FOR ASSIGNMENT OF INTELLECTUAL PROPERTY**

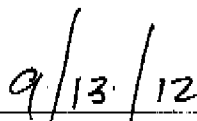
This Agreement for Assignment of Intellectual Property (the "Agreement") is effective as of August 1st, 2012 by and between A.J.H. Distribution LLC, an Alaska limited liability company (AJH), whose current address is 1455 Hillcrest Drive, Anchorage, Alaska 99503 and iVation, LLC, a California limited liability company (iVation),

In consideration for \$36,000.00 in funds received, iVation hereby assigns all right, title and interest to the intellectual property identified on Exhibit A (the "Intellectual Property"), to AJH.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement effective as of the day and year first above written.

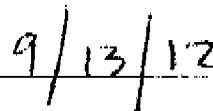
**A.J.H. Distribution LLC**

  
\_\_\_\_\_  
John Hanak, its Managing Member

  
\_\_\_\_\_  
Date

**iVation, LLC**

  
\_\_\_\_\_  
Tony Hanak, its Managing Member

  
\_\_\_\_\_  
Date

## EXHIBIT A

1. Patent on Big Dumbbell Bottle. Patent #D628085
  - a. Design Application: No. 29/352,227
2. Patent on Small Dumbbell Bottle. Patent #D627234
  - a. Design Application: No. 29/352,224
3. Trademark for 'FIVE FORTY' name. Reg. No. 3,686,855
  - a. Int. Cl.:5
4. [www.drink540.com](http://www.drink540.com) website
5. Five Forty Facebook Fan Page
  - a. [www.facebook.com/drink540](http://www.facebook.com/drink540)
6. Point of Sales Material:
  - a. Five Forty Sports Energy Drink Poster
    - i. drinkposter\_v10
  - b. Five Forty Sports Energy Drink Sticker
    - i. Drinksticker\_v10
  - c. Five Forty Sports Energy Shot Poster
    - i. Shotposter\_v04
  - d. Five Forty Sports Energy Shot Sticker
    - i. Shotposter\_v04
  - e. Five Forty Beverage and Energy Shot Sales Sheet
    - i. Includes Five Forty Beverage & Fiver Forty Energy Shot Specs
    - ii. Includes all versions
  - f. Energy Shot Rack Design
  - g. Energy Shot Display Design
  - h. Five Forty Distributor Package
    - i. Latest version 10-1-11 in Power Point Format
7. Artwork
  - a. Five Forty Beverage Digital Renders
    - i. Acai-Pomegrante Bottle Render
    - ii. All 3 Flavors Renders New Bottle Render
    - iii. Mixed Berry Bottle Render
    - iv. New Bottle 3 Flavors Render
    - v. Organge Bottle Render
  - b. Five Forty Energy Shot Digital Renders
    - i. Five Forty Shot Flavors Render
    - ii. Five Forty Shot label Render
    - iii. Five Forty Shot Rack Render
    - iv. Render\_display01 Render
    - v. Shoot\_with\_caseV2\_copy
    - vi. ShotCase Render
  - c. Power Point Presentation Template

- i. Includes Five Forty Bottle
  - ii. Powerback A-U images
- 8. Label for Five Forty Beverage & Energy Shot
  - a. Label design & Copy
    - i. 540newdrinkberry label design
    - ii. 540newdrinkCIT label design
    - iii. 540newdrinkPOM label design
    - iv. Berryshot label design
    - v. SHOT BERRY Label design
  - b. Barcodes
    - i. Bounce Back Berry Beverage: #5318207592
    - ii. Perk Up Pom: #5318207591
    - iii. Circle Back Citrus: #5318207590
    - iv. Brighten Up Berry Shot Unit: #5318207593
    - v. Brighten Up Berry Shot Master Case: #5318207598
    - vi. Brighten Up Berry Shot Display: #5318207597
  - c. Business Plans
    - i. Latest version 2-01-11 (Word Document)
  - d. 5 Year Financials
    - i. Latest version 2-01-11 (Excel Document)
  - e. Executive Summary
    - i. Latest version 10-03-10 (Word Document)
  - f. 2 Pager Investor Document
    - i. Latest version - Five Forty-2 Pager 7-01-11 (Word Document)
- 9. Pictures of Promotion
  - a. Five Forty Promotion Pictures (Power Point)
    - i. Pictures of Five Forty in Convenience Stores
    - ii. Pictures of Sampling Event
    - iii. Pictures of Buying Show