

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE BY SECURED PARTY		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
BNP Paribas		07/31/2006	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Eight O'Clock Coffee Company		
<b>Street Address:</b>	3 Paragon Drive, 2nd Floor		
<b>City:</b>	Montvale		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07645		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1409722	EIGHT O'CLOCK	
Registration Number:	2695574	EIGHT O'CLOCK COFFEE ROYALE	
Registration Number:	1409723	BOKAR	
Registration Number:	2931238	EIGHT O'CLOCK	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(404)685-5137		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	404-815-2137		
<b>Email:</b>	lashanajimmar@paulhastings.com		
<b>Correspondent Name:</b>	LaShana C. Jimmar, Sr. Paralegal		
<b>Address Line 1:</b>	600 Peachtree Street, NE		
<b>Address Line 2:</b>	Suite 2400		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30308		
<b>NAME OF SUBMITTER:</b>	LaShana C. Jimmar		
<b>Signature:</b>	/LaShana C. Jimmar/		

CH \$115.00 1409722

Date:

08/02/2006

Total Attachments: 2

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**NOTICE OF RELEASE OF SECURITY INTEREST IN TRADEMARKS**

This NOTICE OF RELEASE OF SECURITY INTEREST IN TRADEMARKS is made as of July 31, 2006 by BNP Paribas, as the Noteholders' Representative on behalf and for the benefit of the Secured Parties as such capitalized terms are defined in the Security Agreement (defined below) (in such capacity, the "Assignee") for the benefit of Eight O'Clock Coffee Company, a Delaware corporation (the "Assignor").

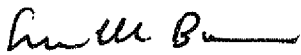
WHEREAS, the Assignor granted to the Assignee a security interest in all of the Assignor's right, title and interest in and to the trademarks and trademark applications described on Exhibit A attached hereto (collectively referred to herein as the "Trademarks") together with all goodwill of the business connected with the use of, and symbolized by, each such Trademark, and the proceeds thereof (collectively, the "Trademark Collateral"), pursuant to and under that (a) Amended and Restated Security Agreement dated as of November 14, 2005 (the "Security Agreement") and (b) Amended and Restated Grant of Security Interest (Trademarks, Service Marks and Trade Names) dated as of November 14, 2005 (the "Grant of Security Interest in Trademarks"), each between the Assignor and the Assignee, the Grant of Security Interest in Trademarks having been recorded with the U.S. Patent and Trademark Office on November 15, 2005 at Reel Number 003193 and Frame Number 0874, and

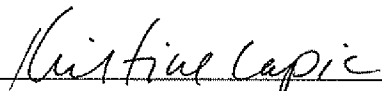
WHEREAS, the Assignor having paid in full the Secured Obligations, as such term is defined in the Security Agreement and used in the Grant of Security Interest in Trademarks, for which the Trademark Collateral was collateral security.

NOW THEREFORE, the Assignee does hereby give notice and confirm that has relinquished, released and discharged its security interest in the Trademarks and the other Trademark Collateral and the Grant of Security Interest in Trademarks is hereby deemed terminated.

IN WITNESS WHEREOF, the Assignee has caused this Notice of Release of Security Interest in Trademarks to be duly executed.

BNP Paribas, as Assignee

By:   
Name: SUSAN M. BOWES  
Title: DIRECTOR

By:   
Name: Kristine E. Lapid  
Title: Vice President

Address: One Front Street, 23<sup>rd</sup> Floor, San Francisco, CA 94111-5325

**EXHIBIT A**

**U.S. TRADEMARKS**

<b>REGISTRATION NO.</b>	<b>MARK</b>	<b>REGISTRATION DATE</b>
1,409,722	EIGHT O'CLOCK	September 16, 1986
2,695,574	EIGHT O'CLOCK COFFEE ROYALE	March 11, 2003
1,409,723	BOKAR	September 16, 1986
2,931,238	EIGHT O'CLOCK	March 8, 2005