

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	08/21/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
In Zone Holdings, Inc.		01/15/2008	CORPORATION: GEORGIA

RECEIVING PARTY DATA

Name:	In Zone Brands, Inc.
Street Address:	2251 Corporate Plaza Parkway, Suite 220
City:	Smyrna
State/Country:	GEORGIA
Postal Code:	30080
Entity Type:	CORPORATION: GEORGIA

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	2505641	BELLYWASHERS
Registration Number:	2823383	BELLYWASHERS 100% VITAMIN C DRINK
Registration Number:	2975625	
Registration Number:	2643602	TUMMYTICKLER
Serial Number:	78587756	WATERPOP
Registration Number:	2881473	BELLYWASHERS 100% VITAMIN C DRINK TRICKY TREAT

CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER: 249-0000 IZHI TO IZBI

NAME OF SUBMITTER: Kathleen E. Clavenna

Signature: /Kathleen E. Clavenna/

Date: 03/03/2008

Total Attachments: 4

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**NUNC PRO TUNC ASSIGNMENT OF
UNITED STATES AND FOREIGN TRADEMARKS**

WHEREAS, **In Zone Holdings, Inc.**, a Georgia Corporation (hereinafter referred to as "Assignor"), having a place of business located at 2251 Corporate Plaza Parkway, Suite 220, Smyrna, Georgia 30080, owns the common law trademarks referenced below, some of which are the subject of trademark applications or registrations in the United States Patent and Trademark Office or foreign trademark offices, as set forth in the attached **Exhibit A** (hereinafter referred to as the "Trademarks"):

WHEREAS, **In Zone Brands, Inc.**, a Georgia Corporation (hereinafter referred to as "Assignee"), having a place of business located at 2251 Corporate Plaza Parkway, Suite 220, Smyrna, Georgia 30080, is desirous of acquiring all right, title and interest in and to the Trademarks, including any choses in action relating to said Trademarks, together with the goodwill of the business symbolized by the Trademarks and the applications and registrations thereof set forth above as the successor to the portion of the business of the applicant to which the Trademarks pertain; and

WHEREAS, it is desired that the assignment of the trademark applications and registrations referenced above be made a matter of record in the United States Patent and Trademark Office and foreign trademark offices.

NOW, THEREFORE, for good and valuable consideration, the full receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title and interest in and to the aforesaid Trademarks, including any choses in action relating to said Trademarks, claims for damages, profits and costs, both in equity and law, for any infringement

**EXHIBIT A
TO
NUNC PRO TUNC ASSIGNMENT**

LIST OF TRADEMARK REGISTRATIONS

<u>Trademark</u>	<u>Jurisdiction</u>	<u>Registration Number</u>	<u>Registration Date</u>	<u>Expiration Date</u>
BELLYWASHERS	Argentina	2115429	9/20/2006	9/20/2016
BELLYWASHERS	Australia	916775	02/06/2003	06/17/2012
BELLYWASHERS	Brazil	827523270	10/30/2007	10/30/2017
BELLYWASHERS	Canada	TMA564,443	07/09/2002	07/09/2017
BELLYWASHERS	China	3213414	12/21/2003	12/20/2013
BELLYWASHERS	European Community	001660463	08/22/2001	5/31/2010
BELLYWASHERS	Hong Kong	2003 B05821	06/17/2002	6/17/2009
BELLYWASHERS	Japan	4598881	08/23/2002	8/23/2012
BELLYWASHERS	Mexico	780714	02/27/2003	5/30/2010
BELLYWASHERS	Taiwan	1039605	04/01/2003	3/31/2013
BELLYWASHERS	United States	2,505,641	11/06/2002	11/6/2012
BELLYWASHERS (in Chinese Characters)	China	3476404	07/28/2004	7/27/2014
BELLYWASHERS (in Chinese Characters)	Hong Kong	200315690	02/25/2003	2/25/2010
BELLYWASHERS 100% VITAMIN C DRINK & Design	United States	2,823,383	03/16/2004	3/16/2014

BellyWashers 100% Vitamin C Drink Tricky Etc. and Design (Trade Dress)	United States	2,881,473	09/07/2004	9/7/2014
BELLYWASHERS Bottle Configuration	United States	2,975,625	07/26/2005	7/26/2015
BELLYWASHERS Logo	Taiwan	1118312	09/01/2004	8/31/2014
TUMMYTICKLER	Japan	4675871	05/23/2003	5/23/2013
TUMMYTICKLER	Canada	TMA643,896	07/08/2005	7/8/2020
TUMMYTICKLER	European Community	002735884	10/02/2003	6/30/2012
TUMMYTICKLER	Mexico	766516	10/31/2002	7/1/2012
TUMMYTICKLER	United States	2,643,602	10/29/2002	10/29/2012

LIST OF TRADEMARK APPLICATIONS

<u>Trademark Application</u>	<u>Jurisdiction</u>	<u>Application/Serial Number</u>	<u>Application Date</u>
WATERPOP	United States	78/587,756	03/15/2005
WATERPOP	Brazil	827982950	12/19/2005