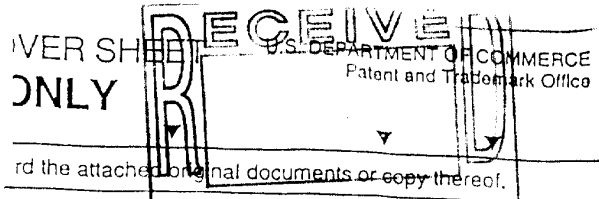


07-08-1998



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To the Honorable Commissi

100755949

rd the attached original documents or copy thereof.

86-62-9
MVD

1. Name of conveying party(ies):

Simon Levi Company, Ltd.

- Individual(s)
- General Partnership
- Corporation-State - California
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: May 26, 1998

2. Name and address of receiving party(ies)

Name: Pernod Ricard

Internal Address:

Street Address: 142 Boulevard Haussmann

75008, Paris, France

City: State: ZIP:

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other French joint stock company

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

856,161

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning documents should be mailed:

Name: Charles H. Knull

Internal Address: Graham, Campaign P.C.

Suite 1300

Street Address: 36 West 46th Street

City: New York State: NY ZIP: 10036-8178

6. Total number of applications and registrations involved:

7. Total fee (37 CFR 3.41).....\$ 40.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

07/07/1998 DEBITES 00000248 856161

DO NOT USE THIS SPACE

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40.00 DP

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Charles H. Knull

Name of Person Signing

Charles H. Knull

Signature

June 25, 1998

Date

6

Total number of pages including cover sheet, attachments, and document:

TRADEMARK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| | | |
|--------------------------------|---|---------------------|
| In re Registration |) | |
| |) | |
| No: 856,161 |) | |
| |) | |
| Issued: Sept. 3, 1968 |) | ASSIGNMENT OF |
| |) | <u>REGISTRATION</u> |
| Registrant: Simon Levi Company |) | |
| |) | |
| Class No. 33 |) | |
| |) | |
| Mark: SOHO |) | |
| _____ |) | |

WHEREAS, Simon Levi Company, Ltd., a California Corporation, having a principal place of business at 9380 Sonoma Highway, Kenwood, California 95452, U.S.A., has adopted, registered and is using the above-identified mark; and

WHEREAS, Pernod Ricard, a joint stock company organized and existing under the laws of the French Republic, having a principal place of business at 142 Boulevard Haussmann, 75008, Paris, France, is desirous of acquiring said mark and the registration therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged said Simon Levi Company, Ltd. does hereby assign unto Pernod Ricard all right, title and interest in and to the mark, together with the good will of the

business symbolized by the mark, the above-identified registration thereof, and all causes of action relating thereto.

Simon Levi Company, Ltd.

Dated: 5-26-98

By J.B. Jacobs

Its V.P. G.M.

State of California

County of Sonoma

On May 26, 1998 before me, Arletta Schwarz, personally appeared John B. Jacobs, personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Arletta Schwarz
Signature of Notary

SEAL

