

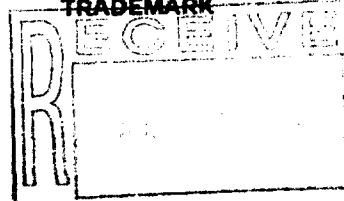
08-18-1999

TRADEMARK



101121543

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY



8-12-99

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID # \_\_\_\_\_
- Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
- Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year  
\_\_\_\_\_
- Merger
- Change of Name
- Other \_\_\_\_\_

Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year  
4-30-99

Name Brown-Forman Corporation

Formerly \_\_\_\_\_

- Individual  General Partnership  Limited Partnership  Corporation  Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Delaware

Receiving Party

Mark if additional names of receiving parties attached

Name Southern Comfort Properties, Inc.

DBA/AK/A/T/A \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 4040 Civic Center Drive

Address (line 2) Suite 528

Address (line 3) San Rafael

California

94903

- Individual  General Partnership  Limited Partnership

Corporation  Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization California

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

FOR OFFICE USE ONLY

08/17/1999 MTHAI1 00000327 75047635

01 FC:481  
02 FC:482

40.00 DP  
425.00 DP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20514

**RECORDATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY**

FORM PTO-1618C  
Expires 06/30/99  
OMB 0651-0027

U.S. Department of Commerce  
Patent and Trademark Office  
**TRADEMARK**

**Conveying Party**

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name



Formerly

Individual     General Partnership     Limited Partnership     Corporation     Association

Other

Citizenship State of Incorporation/Organization

**Receiving Party**

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AK/A

Composed of

Address (line 1)

Address (line 2)

Address (line 3)




City

State/Country

Zip Code

Individual     General Partnership     Limited Partnership

Corporation     Association

Other

Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached (Designation must be a separate document from the Assignment.)

**Trademark Application Number(s) or Registration Number(s)**

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Mark if additional numbers attached

**Trademark Application Number(s)**

75/047,635	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
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<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**Registration Number(s)**

1,853,777	2,172,514	1,897,081
1,048,272	2,254,264	2,149,459
1,840,809	1,522,030	2,147,827
853,793	423,955	<input type="text"/>
1,827,659	2,167,605	<input type="text"/>
853,794	513,317	<input type="text"/>
2,151,533	317,529	<input type="text"/>

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

<input type="text"/>	<input type="text"/>	<input type="text"/>
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<input type="text"/>	<input type="text"/>	<input type="text"/>

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<input type="text"/>	<input type="text"/>	<input type="text"/>

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

**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. Charges to deposit account are authorized, as indicated herein.

Michelle A. Cooke

Name of Person Signing

Signature

August 12, 1999

Date Signed

## TRADEMARK ASSIGNMENT

Brown-Forman Corporation, a Delaware corporation, located at 850 Dixie Highway, Louisville, Kentucky 40210 ("Assignor"), has adopted and is using the registered and unregistered marks listed on the Schedule of Marks, attached hereto. The above-referenced marks, including without limitation, all trademarks, design marks, logos, trade names, trade dress, service marks and all copyrighted or copyrightable materials, incorporating all or any part of the marks, and all registrations, renewals and pending applications for all the foregoing, the good will of the business symbolized thereby, and all other worldwide rights contained therein are hereinafter collectively referred to as the "Marks."

Southern Comfort Properties, Inc., a California corporation, whose principal business office is located at 4040 Civic Center Drive, San Rafael, California 94903 ("Assignee"), is desirous of acquiring all right, title and interest in and to the Marks; and

Assignor desires to assign all right, title and interest in and to the Marks to Assignee as part of, and in consideration of, that certain Trademark Acquisition Agreement by and between Assignor and Assignee, and dated April 30, 1999.

NOW, THEREFORE, in consideration of the foregoing, together with other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby assigns unto Assignee all right, title, and interest in and to the Marks (the "Assignment").
2. The Assignment shall also include all claims for damages by reason of past infringement of the Marks, if any, together with the right to sue for and collect the same for the sole use and benefit of Assignee and its successors, assigns, or other legal representatives.
3. Assignor further agrees to execute and deliver, from time to time, all further instruments of conveyance, assignment and further assurances, and to perform all such other acts, as may be reasonably required to transfer and assign all of Assignor's interests in and to the Marks.

///

///

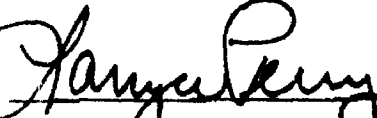
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This Assignment shall be effective for all purposes on the 30<sup>th</sup> day of April, 1999.

ASSIGNOR:

Brown-Forman Corporation

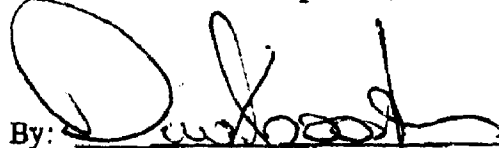
By: 

Name: LARRY W. PERRY

Its: Vice President

ASSIGNEE:


Southern Comfort Properties, Inc.

By: 

David Gooder  
President

Sworn to and subscribed before me this 30<sup>th</sup>  
day of APRIL, 19 99

Witness my hand and official seal.

Notary Public 

My Commission Expires 10/11/02

[TO BE NOTARIZED]

*United States*

<u>Mark</u>	<u>Classes</u>	<u>App. No.</u>	<u>Reg. No.</u>
BIG EASY PUNCH	33	74/401055	1.853.777
COMFORT	33	82129	1.048.272
COMFORT COCKTAILS	33	74/401079	1.840.809
THE GRAND OLD DRINK OF THE SOUTH	33	72/270965	853793
LAIDBACK LEMONADE	33	74/401077	1827659
Miscellaneous Design	33	72/270966	853794
SHOOTERS ON TAP	33	75/235346	2151533
SHOOTERS ON TAP & Design (label)	33	75/239451	2172514
SOCO	33	75/325130	2254264
SOUTHERN COMFORT	33	668904	1522030
SOUTHERN COMFORT	25	75/047635	
SOUTHERN COMFORT & Design (label)(2)	33	491891	423955
SOUTHERN COMFORT & Design (label)(3)	33	75/306669	2167605
SOUTHERN COMFORT & Design (logo)	33	71/539573	513317
SOUTHERN COMFORT (Stylized)	33	352748	317529
SOUTHERN COMFORT RESERVE	33	74/411718	1897081
SOUTHERN COMFORT ROCKS			
THE BLUES	41	75/284276	2149459
SOUTHERN COMFORT ROCKS THE BLUES	9, 25	75/292384	2147827

**ALL-PURPOSE ACKNOWLEDGMENT**

State of KENTUCKY

County of JEFFERSON

On April 30, 1999 before me, Pamela K. Gavlinski, Notary Public  
DATE NAME, TITLE OF OFFICER - E.G., "JANE DOE, NOTARY PUBLIC"

personally appeared Larry W. Perry  
NAME(S) OF SIGNER(S)

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.

*Pamela K. Gavlinski*  
SIGNATURE OF NOTARY

My Commission Expires 10/11/02

**OPTIONAL**

Though the data below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent reattachment of this form.

**CAPACITY CLAIMED BY SIGNER**

- INDIVIDUAL
- CORPORATE OFFICER  
Vice President  
TITLE(S)
- PARTNER(S)       LIMITED  
    GENERAL
- ATTORNEY-IN-FACT
- TRUSTEE(S)
- GUARDIAN/CONSERVATOR
- OTHER: \_\_\_\_\_

**DESCRIPTION OF ATTACHED DOCUMENT**

Trademark Assignment  
TITLE OR TYPE OF DOCUMENT

2  
NUMBER OF PAGES

4/30/99  
DATE OF DOCUMENT

**SIGNER IS REPRESENTING:**

NAME OF PERSON(S) OR ENTITY(IES)  
Brown-Forman Corporation

SIGNER(S) OTHER THAN NAMED ABOVE

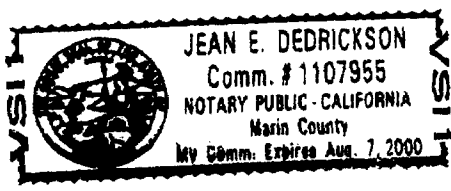
**ALL-PURPOSE ACKNOWLEDGMENT**

State of California

County of MARIN } ss.

On 4-30-99 before me, Jean E. Dedrickson  
(DATE) personally appeared David S. Gooder (NOTARY)  
SIGNER(S)

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.

Jean E. Dedrickson  
NOTARY'S SIGNATURE

**OPTIONAL INFORMATION**

The information below is not required by law. However, it could prevent fraudulent attachment of this acknowledgment to an unauthorized document.

**CAPACITY CLAIMED BY SIGNER (PRINCIPAL)**

- INDIVIDUAL
- CORPORATE OFFICER  
President  
TITLE(S)
- PARTNER(S)
- ATTORNEY-IN-FACT
- TRUSTEE(S)
- GUARDIAN/CONSERVATOR
- OTHER: \_\_\_\_\_

**DESCRIPTION OF ATTACHED DOCUMENT**

Trademark Assignment  
TITLE OR TYPE OF DOCUMENT

3  
NUMBER OF PAGES

4-30-99  
DATE OF DOCUMENT

**SIGNER IS REPRESENTING:**  
NAME OF PERSON(S) OR ENTITY(IES)

Southern Comfort Properties, Inc

N/A  
OTHER





VIA EXPRESS MAIL

August 12, 1999

Commissioner of Patents and Trademarks  
Box Assignments  
Washington, DC 20231

Re:                   Project:        Recordal of Assignment to SCPI  
                      Our Ref.:     11.2  
                      Subject:     Assignment of Marks

Dear Sir:

Enclosed herewith are the following documents for recordal:

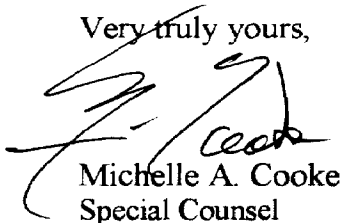
1. Recordation Form Cover Sheet;
2. Copy of Assignment Agreement between Brown-Forman Corporation (assignor) and Southern Comfort Properties, Inc. (assignee); and
3. Check No. 1016 in the amount of \$720.00 made payable to the "Commissioner of Patents and Trademarks" for the recordal of assignment for 18 properties.

Please date stamp the enclosed post-card to confirm receipt of the above documents.

Please charge any deficiency or credit any overpayment to Account No. 024065.

Please direct all communications regarding the recordal of assignment to the undersigned.

Very truly yours,



Michelle A. Cooke  
Special Counsel

Telephone: (323) 933 4382

Southern Comfort Properties, Inc.  
4040 Civic Center Drive • Suite 528 • San Rafael, CA 94903  
Telephone (415) 446-5200 • Fax (415) 446-5230

TRADEMARK  
REEL: 001944 FRAME: 0145