

01-28-2000

12-21-99

Form PTO-1504
1-31-92



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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

To the Honorable Commission: **101252466**

and the attached original documents or copy hereof.

1. Name of conveying party(ies):
Kenagra, Inc.

2. Name and address of receiving party(ies):

Name: Joseph E. Seagram & Sons, Inc.
Address: 375 Park Avenue, New York,
New York 10022

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

Individual(s) citizen
 Association
 General Partnership
 Limited Partnership
 Corporation-State Indiana
 Other _____



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

12-21-1999
U.S. Patent & TMO/TM Mail Rcpt Dt. #47

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

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)

Execution Date: November 19, 1999

Additional name(s) & addresses attached? Yes No

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s).

2,254,414, 1,903,771, 2,040,883

Additional Numbers attached? Yes No

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

Name: Michael I. Davis, Esq.

Internal Address: Fross Zelnick Lehrman & Zissu, P.C.

Street Address: 866 United Nations Plaza

City: New York State: NY Zip: 10017

6. Total number of applications and registration involved:.....3

7. Total fee (37 CFR 3.41) \$ 90.00

Enclosed
 Authorized to be charged to deposit account
(Only if total fee is not sufficient)

8. Deposit account number:

23-0825-0576900

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

DO NOT USE THIS SPACE

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.

Michael I. Davis
Name of Person Signing

Signature

December 21, 1999
Date

Total number of pages comprising cover sheet: _____

OMB No. 0651-0011 (exp. 4/94)

FZLZ File No.: SEA 9911409

40-000003 2254414
01/27/2000 VERONIK
01 FC:41
02 FC:42

TRADEMARK
REEL: 002012 FRAME: 0191

ASSIGNMENT

WHEREAS, Kenagra, Inc., a corporation organized and existing under the laws of the State of Kentucky, with a mailing address of P.O. Box 21781, Lexington, Kentucky 40522 ("**Assignor**"), is the owner of the following trademarks now registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Reg. No.</u>	<u>Date</u>
BULLEIT BOURBON FRONTIER WHISKEY	2,254,414	June 15, 1999
BULLEIT Kentucky Straight Bourbon Whiskey & Design	1,903,771	July 4, 1995
BULLEIT THOROUGHBRED Kentucky Straight Bourbon	2,040,883	Feb. 25, 1997

and WHEREAS, Joseph E. Seagram & Sons, Inc., a corporation organized and existing under the laws of the State of Indiana, located at 375 Park Avenue, New York, New York 10022, ("**Assignee**"), is desirous of acquiring said registered trademarks.

NOW, THEREFORE, for \$1.00 and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said trademarks, together with the goodwill of the business symbolized by said trademarks and the above-named registrations therefor, and with all claims arising out of or relating to the use or ownership of said marks.

Kenagra, Inc.

By: 

Name: George E. Bushnell III

Title: Vice President and Secretary

Date of Signature: November 19, 1999