



03-02-2001

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office  
TRADEMARK

02-14-2001

U.S. Patent & TMO/TM Mail Rpt D. #11

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Our Ref: 46411-0030

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Reel # \_\_\_\_\_

Conveyance Type

Assignment  License  
 Security Agreement  Nunc Pro Tunc Assignment  
 Merger  
Effective Date  
Month Day Year  
 Change of Name 12 20 2000  
 Other \_\_\_\_\_

Conveying Party

Mark if additional names of conveying parties attached

Name LIDV (SD) Limited Execution Date  
Month Day Year  
12 20 2000  
Formerly \_\_\_\_\_  
 Individual  General Partnership  Limited Partnership  Corporation  Association  
 Other limited liability company  
 Citizenship/State of Incorporation/Organization England and Wales

Receiving Party

Mark if additional names of receiving parties attached

Name United Distillers & Vintners (SD) B.V.  
DBA/KA/TA \_\_\_\_\_  
Composed of \_\_\_\_\_  
Address (line 1) Kabelweg 37  
Address (line 2) \_\_\_\_\_  
Address (line 3) 1014 BA Amsterdam, The Netherlands  
 Individual  General Partnership  Limited Partnership  Corporation  Association  
 Other private limited company  
 Citizenship/State of Incorporation/Organization The Netherlands

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.)

03/01/2001 0111 00000039 1329973  
01 FC:481 40.00 DP  
02 FC:482 1600.00 DP

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**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name Karen A. Butcher, Esq.

Address (line 1) MORGAN, LEWIS & BOCKIUS LLP

Address (line 2) 1800 M Street, N.W., Attn: Ellen M. Baker

Address (line 3) Washington, D.C. 20036

Address (line 4) \_\_\_\_\_

**Correspondent Name and Address**

Area Code and Telephone Number (202) 467-7526

Name Karen A. Butcher, Esq.

Address (line 1) MORGAN, LEWIS & BOCKIUS LLP

Address (line 2) 1800 M Street, N.W., Attn: Ellen M. Baker

Address (line 3) Washington, D.C. 20036

**Pages**

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

# 9

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

65 Mark if additional numbers are 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)

(See attached Schedule)

(See attached Schedule)

**Number of Properties** Enter the total number of properties involved.

Fee Amount \_\_\_\_\_ Fee Amount for Properties Listed (37 CFR 3.41): \_\_\_\_\_

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Deposit Account \_\_\_\_\_

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Deposit Account \$ 1640.00

Deposit Account Number: 13-4520

Authorization to charge additional fees: Yes X 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.*

Karen A. Butcher  
Name of Person Signing

Karen Butcher  
Signature

2-14-01  
Date Signed

TRADEMARK ASSIGNMENT

This Trademark Assignment is made by UDV (SJ) Limited, a limited liability company existing under the laws of England and Wales and having a principal business address at 8 Henrietta Place, London W1G 0NB, England, United Kingdom (hereinafter "Assignor"), in favor of United Distillers & Vintners (SJ) B.V., a private limited company existing under the laws of the Netherlands, having a principal business address at Kabelweg 37, 1014 BA, Amsterdam, The Netherlands (hereinafter "Assignee").

WHEREAS, the Assignor is the owner of the trademark registrations for the marks identified on the attached Schedule (hereinafter "the Marks") and the goodwill of the business symbolized thereby, and desires to confirm having assigned the said Marks to the Assignee.

WHEREAS, Assignor did, on August 31, 2000, by separate instrument, assign certain of its assets and business to Assignee, including all right, title and interest in and to the Marks, and the goodwill of the business symbolized thereby; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby confirms having assigned, transferred and set over to Assignee, effective as of August 31, 2000, its entire right, title and interest in and to the Marks and the goodwill symbolized by the Marks, including the right to sue for and receive all damages from past infringements of the Marks, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Signed this 20<sup>th</sup> day of December, 2000.

UDV (SJ) Limited

By: [Signature]  
Name: Richard [unclear]  
Title: Director

**SCHEDULE – UNITED STATES  
UDV (SJ) LIMITED**

**To**

**UNITED DISTILLERS & VINTNERS (SJ) B.V.**

| <b>MARK</b>                            | <b>REGISTRATION NUMBER</b> |
|--|----------------------------|
| BLACK LABEL – Word                     | 1329973                    |
| BLUE LABEL – Word                      | 725708                     |
| BL GOLD LABEL EXTRA<br>SPECIAL – Label | 312501                     |
| BLACK & WHITE – Word                   | 68310                      |
| BLUE LABEL – Word                      | 1802240                    |
| BOOTH'S – Word                         | 310967                     |
| Booth's Red Lion Device                | 2069314                    |
| BUCHANAN'S – Word                      | 303740                     |
| BULLOCH LADE Words                     | 311609                     |
| CADA DIA LA VIDA<br>TE SABE MEJOR      | 2294557                    |
| CHEQUERS Back Label                    | 817594                     |
| CHEQUERS – Word                        | 728945                     |
| CITRAZ – Word                          | 2157467                    |
| Citraz Bottle Get-Up                   | 2317696                    |
| CRAWFORD'S – Word                      | 612749                     |
| DAWSON – Word                          | 765635                     |
| DIMPLE – Word                          | 771572                     |

**TRADEMARK  
REEL: 002244 FRAME: 0630**

|   |                |
|---|----------------|
| <b>Dimple 2-D Bottle Shape</b>            | <b>670723</b>  |
| <b>EXCELSIOR – Word</b>                   | <b>2226599</b> |
| <b>Excelsior 3-D Bottle Get-Up</b>        | <b>2330722</b> |
| <b>GOLD LABEL – Label</b>                 | <b>2303093</b> |
| <b>HIGH &amp; DRY – Stylized</b>          | <b>627970</b>  |
| <b>HOUSE OF WALKER – Word</b>             | <b>2160891</b> |
| <b>JAMES E. PEPPER – Word</b>             | <b>2071357</b> |
| <b>JAMES E. PEPPER – Word</b>             | <b>375410</b>  |
| <b>JOHN BEGG – Word</b>                   | <b>312007</b>  |
| <b>JOHNNIE WALKER Words</b>               | <b>78556</b>   |
| <b>JOHNNIE WALKER Words</b>               | <b>2239275</b> |
| <b>JOHNNIE WALKER Words</b>               | <b>1526785</b> |
| <b>JOHNNIE WALKER Words</b>               | <b>1377621</b> |
| <b>JOHNNIE WALKER Words</b>               | <b>2137945</b> |
| <b>JOHNNIE WALKER Words</b>               | <b>2145428</b> |
| <b>Johnnie Walker Bottle Get-Up</b>       | <b>1350932</b> |
| <b>Johnnie Walker Bottle Get-Up</b>       | <b>1222824</b> |
| <b>JOHNNIE WALKER QUEST</b>               | <b>2279778</b> |
| <b>JOHNNIE WALKER BLACK LABEL – Label</b> | <b>754368</b>  |
| <b>JOHNNIE WALKER RED LABEL – Label</b>   | <b>754369</b>  |
| <b>JOHNNIE WALKER RED – Word</b>          | <b>1439443</b> |
| <b>JOHNNIE WALKER SAILING – Device</b>    | <b>2358499</b> |

**TRADEMARK**  
**REEL: 002244 FRAME: 0531**

|                                     |         |
|-------------------------------------|---------|
| Johnnie Walker Striding Figure      | 320563  |
| Johnnie Walker Striding Figure      | 2073619 |
| Johnnie Walker Striding Figure      | 2137841 |
| Johnnie Walker Striding Figure      | 2137842 |
| Johnnie Walker Striding Figure      | 2137843 |
| Johnnie Walker Striding Figure      | 1630120 |
| JOHNNIE WALKER<br>SWING SWING Words | 1215151 |
| KENYA GOLD Words                    | 2108375 |
| KING GEORGE IV – Word               | 537992  |
| KING WILLIAM IV – Word              | 303266  |
| OLD PARR – Word                     | 676789  |
| PIMM'S – Word                       | 942090  |
| PINCH – Stylized                    | 608451  |
| RED LABEL – Word                    | 1328864 |
| SEASONS – Word                      | 2243511 |
| SWING – Word                        | 318366  |
| Two Dogs – Device                   | 1201182 |
| Two Dogs – Device                   | 1041036 |
| VAT – Word                          | 1262613 |
| VAT GOLD – Word                     | 1286315 |
| VAT 69 – Stylized                   | 332808  |
| White Horse – Stylized              | 302117  |

**TRADEMARK**  
**REEL: 002244 FRAME: 0532**



White Horse – Device

1099781

White Horse Word & White Horse

101072

**MARK**

**APPLICATION NUMBER**

Keep Walking – Word

75/876462

Keep Walking – Design

75/876463

**RECORDED: 02/14/2001**

**TRADEMARK  
REEL: 002244 FRAME: 0533**