Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

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

Tab settings ⇨ ⇨ ⇨ ▼ ▼ ▼ ▼ ▼ ▼ ▼

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Guinness UDV North America, Inc.

- [ ] Individual(s)
- [ ] Association
- [ ] General Partnership
- [ ] Limited Partnership
- [x] Corporation-State
- [ ] Other Comecticut

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

2. Name and address of receiving party(ies)
Name: Diageo North America, Inc.
Internal Address:
Street Address: Six Landmark Square
City: Stamford State: CT Zip: 06901

- [ ] Individual(s) citizenship
- [ ] Association
- [ ] General Partnership
- [ ] Limited Partnership
- [x] Corporation-State Connecticut
- [ ] 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)
Additional name(s) & address(es) attached? [ ] Yes [x] No

3. Nature of conveyance:

- [ ] Assignment
- [ ] Merger
- [ ] Security Agreement
- [x] Change of Name
- [ ] Other

Execution Date: 02/01/2002

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 1674450

Additional number(s) attached [ ] Yes [x] No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Cindy D. Carey
Internal Address:
Diageo North America, Inc.
Street Address: Six Landmark Square
City: Stamford State: CT Zip: 06901

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....$ 40

- [ ] Enclosed
- [x] Authorized to be charged to deposit account

8. Deposit account number:
083120

DO NOT USE THIS SPACE

9. Signature.

Cindy D. Carey
Name of Person Signing

Signature

Feb. 6, 2002
Date

Total number of pages including cover sheet, attachments, and document: 1

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

GUINNESS UDV

Six Landmark Square
PO Box 120076
Stamford, Connecticut 06912-0076

Tel 203-359-7100

Cindy D. Carey
Trademark Paralegal
Direct Dial 203-359-7465
Direct Fax 203-967-2951

February 7, 2002

VIA FACSIMILE 1 703 306 5995

Box Assignments
Commissioner of Patents and Trademarks
Washington D.C. 20231

Re: Trademark Change of Name Recordal in the United States
In the name of Guinness UDV North America, Inc.

BV & Design , Registration Number 1,674,450

Dear Sir:

The above-referenced trademark registration currently stands in the name of Guinness UDV North America, Inc. Guinness UDV North America, Inc. changed its name to Diageo North America, Inc. as per the enclosed Recordation Form Coversheet.

Only a legible coversheet is required to effect a Change of Name Recordal. 37 C.F.R. Section 3.25.

Please record the Change of Name and forward the file stamped copy including reel and frame numbers to the undersigned. Please charge all fees associated with this recordal to deposit account no. 083120 in the name of Guinness UDV.

Sincerely,