



02-01-2002



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REC

To the Honorable Commissioner of Patent and Trademarks, please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Joseph E. Seagram & Sons, Inc.  
(an Indiana corporation)

1/28/02

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

Treat Venture LLC  
Corporation Trust Center  
1209 Orange Street  
Wilmington, Delaware 19801

3. Nature of conveyance:

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

Execution Date: December 21, 2001

Effective Date: December 21, 2001

- Individual(s) citizenship:
- Association:
- General Partnership:
- Limited Partnership:
- Corporation-State:
- Other: Delaware Limited Liability Company

If assignee is not domiciled in the U.S.A., a domestic representative designation is attached:  Yes;  No

(Designations must be a separate document from Assignment)

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

A. Trademark Application No.(s):

<u>75/663,914</u>	75/447,581
76/147,124	75/846,027
76/089,100	76/192,200
76/192,130	75/902,223

B. Trademark Registration No.(s):

2,265,651	1,542,804
1,381,722	2,243,861
1,542,806	2,005,055
1,010,542	1,341,380
1,349,899	546,140
355,792	1,508,506
1,871,507	892,181

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

Carole R. Klein  
Morgan, Lewis & Bockius LLP  
1111 Pennsylvania Avenue, NW  
Washington, D.C. 20004

Telephone: 202-739-5517  
Facsimile: 202-739-3001  
E-Mail: cklein@morganlewis.com

6. Total number of applications and registrations involved: 22

7. Total fee (37 CFR 3.41) Cal. 1 x \$40.00 = \$ 40.00  
21 x \$25.00 = \$ 525.00  
Total \$ 565.00

Authorized to charge overpayments/deficiencies to deposit account.

8. Deposit account number: DA 13-4520

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.

Carole R. Klein  
Name of Person Signing

*Carole R Klein*  
Signature

January 28, 2002  
Date

Total number of pages including cover sheet, attachments and document: 9

## TRADEMARK ASSIGNMENT

This Trademark Assignment is made by Joseph E. Seagram & Sons, Inc., a corporation existing under the laws of the United States and domiciled at 375 Park Avenue, New York, New York 10152 (executive offices) and 1009 Chamber of Commerce Street, Indianapolis, Indiana (head office) (hereinafter "Assignor"), in favor of Treat Venture LLC, a limited liability company existing under the laws of the United States, having a principal business address at Corporation Trust Center, 1209 Orange Street, Wilmington, Delaware 19801 (hereinafter "Assignee").

WHEREAS, the Assignor is the registered owner of the trademark registrations/ applications set forth on the attached schedule (hereinafter "the Marks") and the goodwill of the business symbolized thereby, and desires to confirm having assigned all of its right, title, and interest in and to the said Marks to the Assignee.

WHEREAS, Assignor did, on December 21, 2001, by separate instrument, assign certain of its assets and business to Assignee, including all of its 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 December 21, 2001, 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 21 day of December, 2001.

Joseph E. Seagram & Sons, Inc.

By: 

Name: Dana M. Gilland

Title: Authorized Representative

United States of America

JOSEPH E. SEAGRAM & SONS, INC

Brand: **Seagram's (Coolers)**

Trademark	Country	Appln. No.:	Filing Date:	Reg. No.:	Reg. Date:	Class(es)
GET A TASTE OF THIS	US	75/390467	14-Nov-97	2265651	27-Jul-99	32, 33
GOLDEN WINE COOLER	US	73/697044	23-Nov-87	1542804	06-Jun-89	33
IT'S WHAT WOMEN LIKE	US	75/663914	19-Mar-99			33
RAVE	US	75447581	10-Mar-98			33
SEAGRAM'S COOLER	US	73/525239	01-Mar-85	1381722	04-Feb-86	33
SEAGRAM'S COOLERS GET A TASTE OF THIS & Design	US	75/400494	05-Dec-97	2243861	04-May-99	32 & 33
SEAGRAM'S GOLDEN WINE COOLER & Design	US	73/699072	04-Dec-87	1542806	06-Jun-89	33
WILD UNTAMED FLAVOR	US	74/600241	17-Nov-94	2005055	01-Oct-96	33

United States of America

JOSEPH E. SEAGRAM & SONS, INC

Brand: **Beverages**

Trademark	Country	Appln. No.:	Filing Date:	Reg. No.:	Reg. Date:	Class(es)
RICK'S SPIKED	US	76/147124	13-Oct-00			32
RICK'S SPIKED LEMONADE	US	75/846027	10-Nov-99			33
RICK'S SPIKED LEMONADE & Design	US	76/089100	14-Jul-00			32
RICK'S SPIKED MANDARIN LIME & Design	US	76/192200	10-Jan-01			32
RICK'S SPIKED MARGARITA & Design	US	76/192130	10-Jan-01			32
RICKSSPIKED.COM	US	75/902223	27-Jan-00			33

United States of America

JOSEPH E. SEAGRAM & SONS, INC  
Brand: **Canadian Hunter**

Trademark	Country	Appln. No.:	Filing Date:	Reg. No.:	Reg. Date:	Class(es)
HUNTER	US	73/000236	05-Sep-73	1010542	13-May-75	33
SEAGRAM'S CANADIAN HUNTER	US	73/510655	26-Nov-84	1341380	11-Jun-85	33
SEAGRAM'S CANADIAN HUNTER & Design	US	73/513471	13-Dec-84	1349899	16-Jul-85	33

United States of America

JOSEPH E. SEAGRAM & SONS, INC

Brand: **Four Roses**

Trademark

FOUR ROSES

FOUR ROSES & Design

Country	Appln. No.:	Filing Date:	Reg. No.:	Reg. Date:	Class(es)
US	71/604084	27-Sep-50	0546140	31-Jul-51	49
US	71/400726	11-Dec-37	0355792	29-Mar-38	49

**JOSEPH E. SEAGRAM & SONS, INC**

**Brand: Mount Royal**

**Trademark**  
**MOUNT ROYAL**

**United States of America**

<b>Country</b>	<b>Appln. No.:</b>	<b>Filing Date:</b>	<b>Reg. No.:</b>	<b>Reg. Date:</b>	<b>Class(es)</b>
US	73710078	08-Feb-88	1508506	11-Oct-88	33

United States of America

JOSEPH E. SEAGRAM & SONS, INC

Brand: **Sabra**

Trademark

SABRA

SABRA

Country	Appln. No.:	Filing Date:	Reg. No.:	Reg. Date:	Class(es)
US	74/486873	14-Jan-94	1871507	03-Jan-95	33
US	72/282372	12-Oct-67	0892181	02-Jun-70	33

TRADEMARK

REEL: 002435 FRAME: 0144

RECORDED: 01/28/2002