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101979285

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

1. Name of conveying party(ies):

The Seagram Company Ltd. *2.5.02*  
(a corporation existing under the laws of Canada)

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

Joseph E. Seagram & Sons, Inc.  
800 Third Ave.  
New York, NY 10022

3. Nature of conveyance:

Assignment                       Merger  
 Security Agreement             Change of Name  
 Other:

Individual(s) citizenship:  
 Association:  
 General Partnership:  
 Limited Partnership:  
 Corporation-State: Indiana  
 Other:

Execution Date: December 21, 2001

Effective Date: December 21, 2001

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): 76/056,825

B. Trademark Registration No.(s):	1,724,742	2,094,877
	635,313	1,792,860
	1,199,795	2,471,506
	2,471,500	1,268,730

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: 9

7. Total fee (37 CFR 3.41) Cal. 1 x \$40.00 = \$ 40.00  
8 x \$25.00 = \$ 200.00  
Total \$ 240.00

Authorized to charge overpayments/deficiencies to deposit account.

8. Deposit account number: DA 13-4520

DO NOT USE THIS SPACE

FEB - 5 2002

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

February 5, 2002  
Date

Total number of pages including cover sheet, attachments and document: 5

02/08/2002 GT0N11 00000201 76056825

01 FC:481 40.00 OP  
02 FC:482 200.00 OP

**TRADEMARK ASSIGNMENT**

This Trademark Assignment is made by **The Seagram Company Ltd.**, a corporation existing under the laws of Canada and domiciled at 1430 Peel Street, Montreal, Canada (executive offices) and 592 Colby Drive, Waterloo, Ontario N2V 1A2, Canada (head office) (hereinafter "Assignor"), in favor of **Joseph E. Seagram & Sons, Inc.**, a corporation existing under the laws of the United States, having a principal business address at 800 Third Ave., New York, NY 10022 (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 21 DEC, 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 21 DEC, 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 arising prior to the effective date of the assignment, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Signed this 21st day of DECEMBER, 2001.

**THE SEAGRAM COMPANY LTD.**

By:   
Name: Arnold S. Katz, Michael Davis  
Title: AUTHORIZED REPRESENTATIVE(S)

**THE SEAGRAM COMPANY LTD**

**United States of America**

**Brand: Crown Royal**

Trademark	Country	Appln. No.:	Filing Date:	Reg. No.:	Reg. Date:	Class(es)
(CROWN ROYAL) CROWNING THE MOMENT	US	76/056825	25-May-00			33
CR CROWN ROYAL SPECIAL RESERVE & Design	US	74/166801	15-May-91	1724742	13-Oct-92	33
CROWN ROYAL & Design	US	75/150924	15-Aug-96	2094877	09-Sep-97	33
CROWN ROYAL in Stylized Letters	US	72/000448	10-Jan-56	635313	02-Oct-56	33
THE JEWEL IN THE CROWN	US	74/348514	14-Jan-93	1792860	14-Sep-93	33
THE LEGENDARY IMPORT	US	73/239728	19-Nov-79	1199795	29-Jun-82	33

**THE SEAGRAM COMPANY LTD**

**United States of America**

**Brand: V.O.**

Trademark	Country	Appln. No.:	Filing Date:	Reg. No.:	Reg. Date:	Class(es)
IT'S WHAT MEN DO	US	76/059697	26-May-00	2471506	24-Jul-01	33
THEY DRINK V.O. IT'S WHAT MEN DO	US	76/058148	26-May-00	2471500	24-Jul-01	33
V.O.	US	73/348199	01-Feb-82	1268730	28-Feb-84	33

**TRADEMARK**

**REEL: 002440 FRAME: 0731**

**RECORDED: 02/05/2002**