

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

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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)
- General Partnership
- Corporation-State Connecticut
- Other \_\_\_\_\_
- Association
- Limited Partnership

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

Execution Date: February 1, 2002

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 \_\_\_\_\_
- 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  No

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

A. Trademark Application No.(s) \_\_\_\_\_  
See attached schedule

B. Trademark Registration No.(s) \_\_\_\_\_  
See attached schedule

Additional number(s) attached  Yes  No

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

Name: Cindy 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: \_\_\_\_\_

**112**

7. Total fee (37 CFR 3.41).....\$ 2840

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

083120

DO NOT USE THIS SPACE

9. Signature.

Cindy Carey  
Name of Person Signing

[Signature]  
Signature

April 17, 2002  
Date

Total number of pages including cover sheet, attachments, and document: **4**

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

	A	B	C
1	Application #	Reg Number	TrademarkName
2		96292	MILSHIRE - Stylised Word
3		328594	SMIRNOFF - Label
4		330899	PIERRE SMIRNOFF CROWN - Device
5		406473	BEAUROSE - Stylised Word
6		502894	BEAUCLAIR - Word Block Letters
7		502895	BEAUMONT - Word Block Letters
8		513428	SMIRNOFF - Stylised Word
9		570329	RELSKA - Stylised Word
10		608508	RELSKY - Word Block Letters
11		609694	RELSKA - Label
12		623237	PIERRE SMIRNOFF - Stylised Word
13		632942	HEUBLEIN - Stylised Word
14		725706	POPOV - Word Block Letters
15		786906	VINYA - Word Block Letters
16		823733	HEUBLEIN - Word Block Letters
17		847433	BV - Stylised Letters
18		847977	GEORGES DE LATOUR PRIVATE RESERVE- Stylised Word
19		862846	SMIRNOFF LEAVES YOU BREATHLESS! - Stylised Word
20		907665	SMIRNOFF SILVER - Word Block Letters
21		936210	BRASS MONKEY - Word Block Letters
22		1034987	YUKON JACK - Word Block Letters
23		1050904	MILSHIRE - Device
24		1071205	BOGGS - Word Block Letters
25		1076596	JEREMIAH WEED - Word Block Letters
26		1159373	BEAULIEU - Stylised Word
27		1174471	CHATEAU BEAULIEU - Stylised Word
28		1178407	BV - Stylised Letters and Device
29		1199012	BEAUTOUR - Stylised Word
30		1199013	BEAUVELOURS - Stylised Word
31		1199801	SMIRNOFF DE CZAR - Word Block Letters
32		1209956	STEEL - Word Block Letters
33		1220255	CITRONET - Word Block Letters
34		1221976	RUMPLE MINZE - Word Block Letters
35		1229051	SMIRNOFF DE CZAR - Bottle
36		1253139	STE PIERRE SMIRNOFF FLS - Word Block Letters
37		1273811	BOGGS - Word Block Letters
38		1441402	REUNION - Word Block Letters
39		1453449	THE CLUB - Stylised Word
40		1530394	TRUFFLES - Word Block Letters
41		1561265	BLOSSOM HILL - Word Block Letters
42		1586025	CENSORED ON THE BEACH - Word Block Letters
43		1657576	RELSKA - Word Block Letters
44		1662121	RUTHERFORD ESTATE CELLARS - Word Block Letters
45		1672008	POPOV - Word Block Letters
46		1674450	BV - Stylised Letters and Device
47		1675265	BV - Stylised Letters and Device
48		1693460	EXTREMELY CHERRY - Word Block Letters
49		1700010	H.D. BRADBURNS - Stylised Word
50		1773127	BISTRO - Word Block Letters
51		1777387	GOLDSCHLAGER - Stylised Word

1	A	B	C
	Application #	Reg Number	TrademarkName
52		1786958	HEUBLEIN PREMIUM CLASSICS - Word Block Letters
53		1831486	MOSCA BIANCA - Word Block Letters
54		1887385	SMIRNOFF - Word Block Letters
55		1932292	EXTREME SMIRNOFF - Word Block Letters
56		1946298	SNAKEBITE - Word Block Letters
57		1967271	BRANDIOSO - Word Block Letters
58		1984754	LILLEHAMMER - Word Block Letters
59		1993711	XXX ON THE BEACH - Word Block Letters
60		2026431	SMIRNOFF CITRUS TWIST - Bottle
61		2045650	SMIRNOFF - Eyebrow with Heraldic Shading
62		2047345	SMIRNOFF - Eyebrow
63		2062046	ENSEMBLE - Word Block Letters
64		2066403	CMUPHOBACKAR BOGKA NO. 21 (cyrillic/roman)
65		2074482	BLACK HAUS - Word Block Letters
66		2084264	PUCCINO - Word Block Letters
67		2097880	THE SCHLAGER ZONE - Word Block Letters
68		2101622	SMIRNOFF PURE THRILL HOTEL - Word Block Letters
69		2101942	SHAKZ - Word Block Letters
70		2124966	MULE - Word Block Letters
71		2143213	LE MORITZ SHAKZ - Stylised Word
72		2153357	JIN JIN - Word Block Letters
73		2159283	SMIRNOV - Word in Cyrillic Characters
74		2160811	SOLARIS - Word Block Letters
75		2169427	ZUMBIDO - Word Block Letters
76		2182530	CLONE 6 - Word Block Letters
77		2187153	SMIRNOFF CITRUS TWIST - Word Block Letters
78		2187251	GOLDSCHLAGER - Bottle Get-Up
79		2198443	SMIRNOFF NUTCRACKER - Bottle
80		2209222	BV - Label
81		2221848	BV - Word Block Letters
82		2222315	PUCCINO - Bottle Get-Up
83		2235029	COFFEE TO GO-GO! - Word Block Letters
84		2279678	ORANGE CRAZE - Word Block Letters
85		2286293	SMIRNOFF 2000 - Word and Numerals
86		2317156	GOOD TASTE IS WITHIN YOUR REACH - Word Block Letters
87		2319690	BEAUZEAUX - Word Block Letters
88		2320535	SMIRNOFF - Word Block Letters
89		2331088	SMIRNOFF - Word Block Letters
90		2331119	SMIRNOFF - Word Block Letters
91		2351262	SMIRNOFF - Word Block Letters
92		2363535	CLONE 6 - Label
93		2366489	ALL VODKA. NO PRETENSE. - Word Block Letters
94		2369761	SMIRNOFF GET REAL INDEX - Word Block Letters
95		2409799	BV BEAULIEU VINEYARD COASTAL - Label
96		2423482	SIFA - Word Block Letters
97		2448386	PAINTED HILLS - Word Block Letters
98		2504014	CLONE 4 - Word Block Letters
99	75/300331		QUENCIA - Word Block Letters
100	75/514796		SMIRNOFF - Word Block Letters
101	75/566372		FROSTINI - Word Block Letters

	A	B	C
1	Application #	Reg Number	TrademarkName
102	76/011381		SMIRNOFF RASBERRY TWIST - Word Block Letters
103	76/011383		SMIRNOFF VANILLA TWIST - Word Block Letters
104	76/011385		SMIRNOFF ORANGE TWIST - Word Block Letters
105	76/037243		TRIPLE ASTERISK - Device
106	76/092087		DAGLAN PRESS - Word Block Letters
107	76/099833		PRO-POUR - Word Block Letters
108	76/100035		PRO-POUR - Word Block Letters
109	76/113222		SMIRNOFF MUSIC CENTER - Word Block Letters
110	76/150281		THE VODKA OF VODKAS - Word Block Letters
111	76/189912		SMIRNOFF CITRUS TWIST - Bottle
112	78/028755		SMIRNOFF - Word Block Letters
113	78/074252		RUTHERFORD HOUSE

# GUINNESSUDV

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

**Cindy D. Carey**  
Trademark Paralegal  
Direct Dial 203-359-7465  
Direct Fax 203-967-7951

April 17, 2002

VIA FACSIMILE 1 703 306 5995

Box Assignment  
Commissioner of Trademarks  
Washington D.C. 20231

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

**SEE ATTACHED SCHEDULE**

Dear Sir:

The above-referenced trademark registrations currently stand in the name 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,

