

Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings ⇌ ⇌ ⇌ ▼	RECORDATION FORM COVER SHEET TRADEMARKS ONLY	U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office
To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.		
1. Name of conveying party(ies): <u>MARKSMEN</u> <input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State <u>DELAWARE</u> <input type="checkbox"/> Other _____ Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Name and address of receiving party(ies) Name: <u>DIAGEO plc</u> Internal Address: _____ Address: _____ Street Address: <u>8 Henrietta Place</u> City: <u>London</u> State: _____ Zip: <u>W1G 0NB</u> <input type="checkbox"/> Individual(s) citizenship _____ <input type="checkbox"/> Association _____ <input type="checkbox"/> General Partnership _____ <input type="checkbox"/> Limited Partnership _____ <input checked="" type="checkbox"/> Corporation-State _____ <input type="checkbox"/> Other <u>United Kingdom</u> <small>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (Designations must be a separate document from assignment)</small> Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____ Execution Date: <u>04/12/2002</u>	4. Application number(s) or registration number(s): A. Trademark Application No.(s) _____ B. Trademark Registration No.(s) <u>2234641</u> Additional number(s) attached <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
5. Name and address of party to whom correspondence concerning document should be mailed: Name: <u>Cindy Carey</u> Internal Address: _____ <u>Diageo North America, Inc.</u> Street Address: <u>Six Landmark Sq</u> City: <u>Stamford</u> State: <u>CT</u> Zip: <u>06901</u>	6. Total number of applications and registrations involved: <u>1</u> 7. Total fee (37 CFR 3.41).....\$ <u>40</u> <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit account 8. Deposit account number: <u>083120</u>	
DO NOT USE THIS SPACE		
9. Signature. <u>Cindy D. Carey</u> <u>Cindy Carey</u> <u>April 19, 2002</u> Name of Person Signing Signature Date Total number of pages including cover sheet, attachments, and document: <u>3</u>		

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

Trademark Assignment


This Trademark Assignment is made on April 12, 2002, by Marksmen, located at 116 N. Maryland Avenue, Glendale, CA 91206 ("Assignor"), in favor of Diageo plc, located at 8 Henrietta Place, London W1G 0NB ("Diageo").

A. Assignor owns the Carnival mark, including (without limitation) trademark Registration No. 2,234,641 (together, the "Mark").

B. Diageo desires to acquire the Mark and the goodwill associated with the Mark.

Therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Diageo all of its right, title, and interest in the Mark, together with the goodwill of the business symbolized by the Mark. All rights and privileges associated with the Mark will be owned by Diageo, its successors and assigns.

Marksmen:



 Name: David Mitchell
 Title: Manager