



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Trademark Registration:                         :  
Reg. No.: 1,145,215   :  
Issued: December 30, 1980                               :  
Mark: CRODINO   :

600 Third Avenue  
New York, N.Y. 10016  
April 11, 2002

**POWER OF ATTORNEY**

Asst. Commissioner of Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

Sir:

Registrant hereby appoints Bierman, Muserlian and Lucas, Reg. 18,818; Charles A. Muserlian, Reg. No. 19,683; and Donald C. Lucas, Reg. No. 31,275, all attorneys at law and admitted to practice under the laws of the State of New York; and all of 600 Third Avenue, New York, N.Y. 10016, its attorneys to prosecute this registration, to transact all business in the Patent and Trademark Office in connection therewith.

**APPOINTMENT OF DOMESTIC REPRESENTATIVE**

Bierman, Muserlian and Lucas, whose postal address is 600 Third Avenue, New York, N.Y. 10016, is hereby designated Registrant's representative upon whom notices of proceedings affecting the mark may be served.

Respectfully submitted,  
Bierman, Muserlian and Lucas

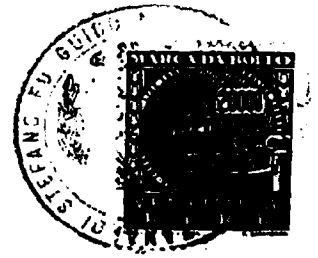
By: 

Charles A. Muserlian #19,683  
Attorney for Registrant  
Tel.# (212) 661-8000

CAM:ds  
Enclosures

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I of -



**CONFIRMATORY DEED OF ASSIGNMENT BETWEEN PEZZIOL B.V., a Dutch Company with registered office in Officia 1, De Boelelaan 7 -1083 HJ Amsterdam, The Netherlands (hereinafter called "the Assignor") on the one part**

and

Campari-Crodo S.p.A., an Italian corporation with registered office in Via Filippo Turati 27, 20121 Milano, Italy (hereinafter called "the Assignee") on the other part

**IT IS HEREBY AGREED AS FOLLOWS:**

1. The Assignor does hereby confirm the sale and assignment, for good and valuable consideration, to the Assignee, who confirms having accepted, of all rights, title and interest in and to the Trademark Registrations or Applications listed in annex A attached hereto, as well as the assignment of all common law or similar trademark rights relating to the trademarks which are the subject of said Trademark Registrations or Applications, together with the goodwill of the business connected with and symbolized by the said trademarks, including the right to proceed against infringers and counterfeiters.

2. The Assignee hereby confirms having accepted the said sale and assignment.

**ATTO CONFERMATARIO DI CESSIONE TRA PEZZIOL B.V., una società olandese con sede in Officia 1, De Boelelaan 7 -1083 HJ Amsterdam, Paesi Bassi (qui di seguito denominata "la Cedente") da una parte**

e

CAMPARI - CRODO S.p.A., una società italiana con sede in via Filippo Turati 27, 20121 Milano, Italia (qui di seguito denominata "la Cessionaria") dall'altra parte

**SI CONVIENE E SI STIPULA QUANTO SEGUE:**

1. La Cedente con il presente atto conferma la vendita e la cessione, per un congruo e adeguato compenso alla Cessionaria, che conferma di avere accettato detta cessione, di ogni diritto, titolo ed interesse relativo alle registrazioni o Domande di Marchio di cui all'Allegato A al presente Atto, nonché di tutti i diritti di marchio in base alla Common Law o simili, riferentisi ai marchi che formano oggetto delle suddette Registrazioni o Domande di Marchio, unitamente all'avviamento commerciale collegato e contraddistinto da detti Marchi, incluso il diritto di agire contro eventuali contraffattori ed imitatori.

2. La Cessionaria con il presente atto conferma di aver accettato detta vendita e cessione



Handwritten signature

3 The said sale and assignment shall be effective as of the date of 1st. July 1997.

4. The parties undertake to execute any further deed or document which may prove necessary or advisable in order to record the assignment in any country.

5. The parties hereby grant to the holder of an original or a certified copy of this assignment all power to proceed to the recordal of this deed with the Trademark Office of any country where this assignment shall be recorded.

6. The parties hereby execute this instrument in the notary public presence and expressly authorize him to issue, from time to time, certified copies with abstracts of the enclosed trademarks's list, in connection with the transcription of the applications and renewals of the trademarks registrations assigned to the Assignee, to every Patent and Trademark Department of the relevant countries and for every other scope that might be necessary for each parties

IN WITNESS WHEREOF, each of the parties has caused this instruments to be executed on the date set forth beneath its name below.

3. Detta vendita e cessione si intende in vigore con effetto dal 1° luglio 1997.

4. Le parti si impegnano a sottoscrivere qualsiasi ulteriore atto o documento che si renda necessario od opportuno per il perfezionamento della trascrizione della decisione nei paesi interessati.

5. Le parti conferiscono inoltre al portatore di un originale o di una copia autentica del presente atto ogni potere per procedere alla trascrizione dello stesso presso il locale Ufficio Marchi in ogni paese ove la presente cessione verrà trascritta.

6. Le parti sottoscrivono il presente atto innanzi a notaio ed espressamente autorizzano lo stesso a rilasciarne copie autentiche, unitamente ad un estratto degli elenchi allegati, come di volta in volta necessario per la trascrizione delle domande e registrazioni di marchio cedute a favore della Cessionaria presso l'Ufficio Brevetti e marchi dei singoli paesi, nonchè per ogni altro uso che possa rendersi necessario da parte di ciascuna delle parti.

A TESTIMONIANZA DI QUANTO PRECEDE, le parti hanno sottoscritto il presente documento alla data sotto indicata



A large, stylized handwritten signature in black ink.

N. 34222

di repertorio

Autentica di firma

Certifico io sottoscritto Dottor Stefano Zanardi  
Notaio in Milano iscritto presso il Collegio  
Notarile di Milano che senza la presenza dei  
testimoni per loro concorde rinuncia col mio  
consenso i signori:

-Avv. Giancarlo Viscardi nato a Sorengo (Svizzera)  
il 23 Marzo 1935, domiciliato per la carica ad  
Amsterdam, Amministratore della Società Pezziol  
B.V. con sede ad Amsterdam Officia 1, De Boelelaan  
7;

-e Dott. Pasquale Marco Perelli Cippo nato a  
Verbania il 13 Febbraio 1944, domiciliato per la  
carica in Milano, Presidente e amministratore  
delegato della Società Campari Crodo S.p.A. con  
sede in Milano via Turati n. 27 della cui identità  
personale e qualifica io Notaio sono certo hanno  
sottoscritto l'atto che precede alla presenza di me  
Notaio che conosce la lingua inglese, in Milano nel  
mio studio in via Carducci n. 8.

Milano li 27.2.1998-ventisette febbraio  
millenovecentonovantotto

CASSIERE:

DI CUI TRASCR. B

REGISTRATO AL  
N. 006191 SERIE: 2A  
ESATTE LIRE  
250.000  
DUECENTOCINQUANTAMILA

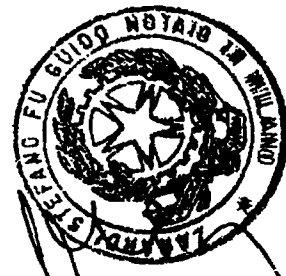


ELENCO MARCATI / SCHEDULE OF TRADEMARKS



ELENCO MARCHI / SCHEDULE OF TRADEMARKS

JAP. REF.	NAZIONE / COUNTRY	PARTE VERBALE / WORD MARK	PARTE FIGURATIVA / DEVICE MARK	TIPO / TYPE	DATA DOM. / APPL. DATE	DOM. N. / APPL. NO.	DATA REG. / REG. DATE	N. REG. / REG. NO.	CLASSI INT. / INT. CLASSES	CLASSI LOC. / LOCAL CLASSES
F061033	U.S.A.	CRODINO		Parole/Word	2011979	198805	30121980	1145215	32	
F061020	U.S.A.	CYNAR		Parole/Word	24021994	587130	14061994	587130	33	
F057145	U.S.A.	CYNAR		Parole/Word	25061997	1073757	16091997	1073757	33	
F061027	U.S.A.	LEMON-SODA		Compl.	5011987	638334	22011991	1632789	32	
F061030	U.S.A.	SAMBUCA SARTI		Parole/Word	22111985	569800	19071988	1496977	33	
F061022	U.S.A.	VALLE D'ORO		Parole/Word	1021995	628538	18061996	1980706	L32	



*Handwritten signature or initials.*



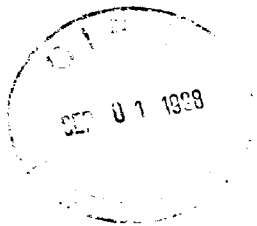
Certifico io sottoscritto Dott. Stefano Zanardi  
Notaio in Milano ed iscritto presso il Collegio  
Notarile di Milano, che la presente copia conforme  
all'originale documento, ed alla pagina 53 del suo  
allegato "A", a me esibito, e restituita alla  
richiedente "Campari Crodo S.p.A.", omessa la  
riproduzione delle pagine da 1 a 52 e da 54 a 57 dello  
allegato "A".

Milano li,

**- 7 MAG, 1998**

*Stefano Zanardi*





DECLARATION

I, Véronique MILLIAT, of Corso Regio Parco 27, Turin, Italy, do hereby solemnly and sincerely declare that I am conversant with the Italian and English languages and that the following translation is a true translation of the attached document.

Turin, 25 May 1998

Véronique MILLIAT



01 1998  
TRANSLATION

Inv. no. 34222 - AUTHENTICATION OF SIGNATURE.

I, the undersigned dott. Stefano Zanardi, Notary Public in Milano, recorded at the Notarial Guild of Milano, hereby certify that, having the part waived the presence of witnesses, with my consent, Messrs.:

- Avv. Giancarlo Viscardi born in Sorenago (Switzerland) on March 23, 1935, domiciled for purposes of office in Amsterdam, Manager of the company Pezziol B.V. with registered office in Amsterdam Officia 1, De Boelelaan 7;

- and Dott. Pasquale Marco Perelli Cippo born in Verbania on February 13, 1944, domiciled for purposes of office in Milano, Chairman and Manager of the company Campari Crodo S.p.A. with registered in Milano via Turati no. 27,

of whose personal capacities and powers of signature, I, the Notary, am well acquainted, signed the preceding deed in my presence, Notary, who know the English language, in Milano in my office in via Carducci no. 8.

Milano, on February 27, 1998.

Stamp and signature of Stefano Zanardi, Notary Public.

SEP 01 1999

I, the undersigned dr. STEFANO ZANARDI, Notary Public in Milano and recorded at the Notarial Guild of Milano, hereby certify that the present photocopy corresponds to the original document and to page of its annex "A" exhibited before me and returned to the applicant "Campari - Crodo S.p.A.", the reproduction of pages from to and from to of annex "A" has been omitted.

Milano, May 7, 1998

Stamp and signature of STEFANO ZANARDI, Notary Public.

Notarial Seal and signature.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Reg. No.: 1,145,215 :  
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600 Third Avenue  
New York, N.Y. 10016  
April 11, 2002

RESUBMISSION OF ASSIGNMENT FOR RECORDATION

Asst. Commissioner of Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

Sir:

Registrant is resubmitting herewith a copy of an assignment of the above registration from Pezziol B.V. to Campari - Crodo S.p.A. and it is requested that the same be recorded in the Patent Office. The same was recorded on frame 0143 of reel 2414 on December 19, 2001 but the transmittal letter incorrectly recited the name of the Assignee and the present transmittal letter correctly recites the Assignee's name as Campari - Crodo S.p.A. It is not believed that any additional fee is required but if so, please charge the same to deposit account No. 02-2275 of the undersigned attorneys.

"Express Mail" mailing label number- EV 11 3966381 US  
Date of Deposit April 11, 2002  
I hereby certify that this paper or fee is being deposited with the United States Postal service "Express Mail Office to Addressee" service under 27 CFR 1.10 on the date indicated above and is addressed to: Assistant Commissioner of Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3513.  
Signature of person mailing paper or fee: *[Handwritten Signature]*

Respectfully submitted,  
Bierman, Muserlian and Lucas

By: *[Handwritten Signature]*  
Charles A. Muserlian #19,683  
Attorney for Registrant  
Tel.# (212) 661-8000

CAM:ds  
Enclosures

*SL*