

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: _____

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) 76/151956
76/151960, 76/151959

B. Trademark Registration No.(s) 2552269

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: 4

7. Total fee (37 CFR 3.41).....\$ 115

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

083120

9. Signature.

DO NOT USE THIS SPACE

Cindy D. Carey
Name of Person Signing

Cindy D. Carey
Signature

9/9/02
Date

Total number of pages including cover sheet, attachments, and document: 2

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

DIAGEO

Six Landmark Square
Stamford, Connecticut 06901

Tel 203-359-7100
Fax 203-359-7402

Cindy D. Carey
Trademark Paralegal
Phone 203-359-7465
Fax 203-967-7951

September 9, 2002

VIA FACSIMILE 1 703 306 5995

Box Assignment
Commissioner of Patents and Trademarks
Washington D.C. 20231

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

**CLONE 4-Label design, Registration Number 2552264
THE AMERICAN MIX word block letters, Application Number 76/151956
THE AMERICAN MIX and design, Application Number 76/151960
THE AMERICAN MIX and design, Application Number 76/151959**

Dear Sir:

Per <http://www.uspto.gov/web/offices/ac/ido/opr/ptasfax.pdf> - any document with: (1) an identified application, patent, or trademark registration number; (2) one cover sheet to record a single type of transaction; and (3) the fee paid by a PTO Deposit Account may be submitted via fax.

The above-referenced trademark registration currently stands in the name of *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 Diageo North America.

Sincerely,

