

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

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

1. Name of conveying party(ies):

**M & M LIQUORS, LTD.**

- ☐ Individual(s) Canada ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation - State Illinois  
☐ Other \_\_\_\_\_

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

3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐  
☐ Other \_\_\_\_\_

Execution Date: March 17, 2003

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

Name: **DAVID SHERMAN CORPORATION**

Internal

Address: \_\_\_\_\_

Street

Address: 5050 Kemper Avenue

City: St. Louis State: MO Zip: 63139

☐ Individual(s) citizenship \_\_\_\_\_

☐ Association \_\_\_\_\_

☐ General Partnership \_\_\_\_\_

☐ Limited Partnership \_\_\_\_\_

☒ Corporation-State Missouri

☐ 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)  
**78/208,909**

B. Trademark Registration No.(s)  
**1,673,063**

Additional number(s) attached ☐ Yes ☒ No

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

Name: Alan S. Nemes

Internal Address:

Blackwell Sanders Peper Martin

Street Address: 720 Olive Street - 24<sup>th</sup> Floor

City: St. Louis State: MO Zip: 63101

6. Total number of applications and registrations involved:.....

**2**

7. Total fee (37 CFR 3.41)..... \$ 65.00

☐ Enclosed

☒ Authorized to be charged to deposit account 11-0160

If insufficient, please debit Deposit Account Number

8. Deposit account number: 11-0160

(Attach duplicate copy of this page if paying by deposit account)

**DO NOT USE THIS SPACE**

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.*

Alan S. Nemes

Name of Person Signing



Signature

March 19 2003

Date

Total number of pages including cover sheet, attachments and document

**4**

713062.501

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

STLD01-997066-1

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**TRADEMARK**  
**REEL: 002619 FRAME: 0520**

## TRADEMARK ASSIGNMENT

This Trademark Assignment is executed as of the 17 day of March, 2003.

### Background

M & M Liquors, Ltd. (the "Assignor"), an Illinois corporation, has adopted and used the United States trademark "SALVADOR'S" (the "Trademark") for prepared margarita cocktails (with the goods sold under the Trademark being referred to herein as the "Goods").

The Assignor is the owner of and has applied to the United States Patent and Trademark Office for the reinstatement and renewal of United States trademark registration no. 1,673,063 (the "Reinstatement") and has applied to the United States Patent and Trademark Office for the registration of the trademark "SALVADOR'S" for the Goods (application no. 78/208,909) (the "Application").

DAVID SHERMAN CORPORATION (the "Assignee"), a Missouri corporation with a place of business at 5050 Kemper Avenue, St. Louis, Missouri, 63139 desires to acquire the Trademark, Reinstatement, and Application and the associated goodwill from the Assignor.

### Grant of Assignment

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns to the Assignee all of the Assignor's right, title, and interest in and to the Trademark, Reinstatement, and Application, including the right to sue for past infringement thereof, and the goodwill associated therewith.

MAR-17-03 10:51AM FROM-AKERMANN SENTERFITT & EIDSON

T-728 P.004/005 F-024

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

**M & M LIQUORS, LTD.**

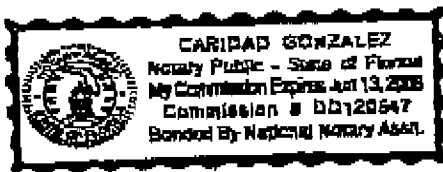
By: ~~Salvador Lopez~~  
Name: SALVADOR LOPEZ  
Title: AS PRESIDENT

STATE OF FLORIDA )  
 ) SS:  
COUNTY OF MIAMI-DADE )

On this 13<sup>th</sup> day of March, 2003, before me appeared Salvador Trejo to me personally known, and he acknowledged the foregoing instrument to be his free act and deed and the free act and deed of M & M Liquors, Ltd.

Notary Public [NOTARY SEAL/STAMP]

**My commission expires:**



**DAVID SHERMAN CORPORATION**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

STATE OF )  
 ) ss:  
COUNTY OF )

On this \_\_\_\_\_ day of March, 2003, before me appeared \_\_\_\_\_, to me personally known, and he acknowledged the foregoing instrument to be his free act and deed and the free act and deed of David Sherman Corporation.

Notary Public [NOTARY SEAL/STAMP]

My commission expires:

M & M LIQUORS, LTD.

By: \_\_\_\_\_

Print Name and Title \_\_\_\_\_

STATE OF \_\_\_\_\_ )  
 ) SS:  
COUNTY OF \_\_\_\_\_ )

On this \_\_\_\_\_ day of \_\_\_\_\_, 2003,  
before me appeared \_\_\_\_\_, to  
me personally known, and he acknowledged  
the foregoing instrument to be his free act and  
deed and the free act and deed of M & M  
Liquors, Ltd.

Notary Public [NOTARY SEAL/STAMP]  
My commission expires:

DAVID SHERMAN CORPORATION

By: Donn Lux

Print Name and Title Donn Lux - President & COO

STATE OF Missouri )  
 ) SS:  
COUNTY OF City of St. Louis )

On this 17<sup>th</sup> day of March, 2003,  
before me appeared Donn Lux, to  
me personally known, and he acknowledged  
the foregoing instrument to be his free act and  
deed and the free act and deed of David  
Sherman Corporation.

Kathryn G. Stewart  
Notary Public [NOTARY SEAL/STAMP]  
My commission expires: 2-7-2005

KATHRYN G. STEWART  
Notary Public, State of Missouri  
County of Jefferson  
My Commission Expires: February 7, 2005