

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Extreme Beverage, LLC		01/20/2004	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA	
Name:	Blavod Black Vodka plc
Street Address:	202 Fulham Road
City:	London
State/Country:	UNITED KINGDOM
Postal Code:	SW10 9NB
Entity Type:	CORPORATION: UNITED KINGDOM

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Registration Number:	2795524	PLAYERS EXTREME
Registration Number:	2776860	MANDTANGO
Serial Number:	76347891	EXTREME BUMPY
Serial Number:	76347824	EXTREME TEQUILA
Serial Number:	76347770	PLAYERS BUMPY
Serial Number:	78118962	WELCOME TO THE X SPOT
Serial Number:	78102200	PLAYERS EXTREME
Serial Number:	76353558	EXTREME ICE
Serial Number:	76347925	EXTREME GIN
Serial Number:	76347771	EXTREME RUM
Serial Number:	78102402	EXTREME
Serial Number:	76353559	PLAYERS EXTREME ICE
Serial Number:	78306878	WELCOME TO THE X SPOT
Serial Number:	78306876	X

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Serial Number:	78306868	PLAYERS EXTREME VODKA RUM GIN
Serial Number:	78306862	PLAYERS EXTREME
Serial Number:	78306795	PLAYERS EXTREME
Serial Number:	78233746	BLING
Serial Number:	78102401	EXTREME BEVERAGE COMPANY, LLC

CORRESPONDENCE DATA

Fax Number: (312)554-8015

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: ss@pattishall.com

Correspondent Name: Sanjiv Sarwate

Address Line 1: 311 S. Wacker Drive, Suite 5000

Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:

EXTREME BEVERAGE

DOMESTIC REPRESENTATIVE

Name: Sanjiv Sarwate

Address Line 1: 311 S. Wacker Drive, Suite 5000

Address Line 4: Chicago, ILLINOIS 60606

NAME OF SUBMITTER:

Cindy L. Bulthuis

Total Attachments: 5

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TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT made as of January 20, 2004 by and among Extreme Beverage Company, LLC with an address at 381 Mallory Station Road, Suite 202, Franklin, Tennessee 37067 (the "Assignor") and Blavod Black Vodka plc with an address at 202 Fulham Road, London SW10 9NB (the "Assignee"). Assignee is incorporated and registered in England and Wales under the Companies Act of 1985.

Assignor owns all right, title and interest to certain trademark(s), the applications and/or registrations for which are set forth in SCHEDULE A (collectively, the "Trademark(s)"). Assignor wishes to assign all right, title and interest in and to the Trademark(s) to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee, its successors, assigns and legal representatives, the entire, full and exclusive right, title and interest in and to the Trademark(s), together with the goodwill of the business symbolized by the Trademark(s) and any applications and/or registrations therefor, and the right (but not the obligation) to assert the Trademark(s) and to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

If any of the Trademark(s) are the subject of an application based on Assignor's bona fide intent to use the Trademark(s) in commerce, Assignor hereby represents that Assignee is the successor to the portion of Assignor's ongoing and existing business to which the application and the Trademark(s) pertain.

Nothing in this Assignment is intended to modify, alter or amend in any respect the rights or obligations of the parties under the Asset Purchase Agreement dated December 23, 2003, among Assignor, Assignee, BAS, Inc. and Jeffrey S. Hopmayer, which will remain in full force and effect notwithstanding the execution and delivery of this Assignment.

EXTREME BEVERAGE COMPANY, LLC

By: Jeffrey S. Hopmayer
Name: J. Hopmayer
Title: MANAGER

BLAVOD BLACK VODKA PLC

By: [Signature]
Name: Richard Ambler
Title: CEO


SCHEDULE A

Mark(s)


Trademarks Or Servicemarks Registered In The United States

Mark	Registration No.	Filing Date	Registration Date	Goods & Services
PLAYERS EXTREME	2,795,524	September 24, 2001	December 16, 2003	Distilled alcoholic beverages, namely liquor and spirits
MANDTANGO	2,776,860	February 4, 2002	October 21, 2003	Distilled alcoholic beverages, namely liquor and spirits




Published And Allowed Applications To Register Trademarks Or Servicemarks In The United States


Mark	Application Serial No.	Filing Date	Goods & Services
EXTREME BUMPY	76/347,891	December 11, 2001	Distilled alcoholic beverages, namely liquor and spirits
EXTREME TEQUILA	76/347,824	December 11, 2001	Distilled alcoholic beverages, namely liquor and spirits
PLAYERS BUMPY	76/347,770	December 11, 2001	Distilled alcoholic beverages, namely liquor and spirits
WELCOME TO THE X SPOT	78/118,962	April 2, 2002	Distilled alcoholic beverages, namely liquor and spirits
	78/102,200	January 11, 2002	Distilled alcoholic beverages, namely liquor and spirits

**Published Applications To Register Trademarks Or Servicemarks In The United States
That Have Not Yet Been Allowed**

Mark	Application Serial No.	Filing Date	Goods & Services
EXTREME ICE	76/353,558	December 28, 2001	Malt liquor
EXTREME GIN	76/347,925	December 11, 2001	Distilled alcoholic beverages, namely liquor and spirits
EXTREME RUM	76/347,771	December 11, 2001	Distilled alcoholic beverages, namely liquor and spirits
	78/102,402	January 13, 2002	Malt liquor Distilled alcoholic beverages, namely liquor and spirits

**Pending And Unpublished Applications To Register Trademarks And Servicemarks In
The United States**

Mark	Application Serial No.	Filing Date	Goods & Services
PLAYERS EXTREME ICE	76/353,559	December 28, 2001	Malt liquor
WELCOME TO THE X SPOT	78/306,878	September 29, 2003	Distilled alcoholic beverages, namely liquor and spirits Distributorship services in the field of beverages
	78/306,876	September 29, 2003	Distilled alcoholic beverages, namely liquor and spirits Distributorship services in the field of beverages
	78/306,868	September 29, 2003	Distilled alcoholic beverages, namely liquor and spirits Distributorship services in the field of beverages
PLAYERS EXTREME 	78/306,862	September 29, 2003	Distilled alcoholic beverages, namely liquor and spirits Distributorship services in the field of beverages
PLAYERS EXTREME	78/306,795	September 29, 2003	Distributorship services in the field of beverages
BLING	78/233,746	April 3, 2003	Distilled alcoholic beverages, namely liquor and spirits

Mark	Application Serial No.	Filing Date	Goods & Services
	78/102,401	January 13, 2002	Malt liquor Distilled alcoholic beverages, namely liquor and spirits