

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Sazerac Company, Inc.		01/15/2004	CORPORATION: LOUISIANA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Reganomics, Inc.		
<b>Street Address:</b>	49 Weeks Ave.		
<b>City:</b>	Cornwall-on-Hudson		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	12520		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	76430789	REGANS' NO. 6	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)463-5001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312-463-5000		
<b>Email:</b>	BWPTOTM@bannerwitcoff.com		
<b>Correspondent Name:</b>	James V. Callahan, Esq.,		
<b>Address Line 1:</b>	10 South Wacker Drive, Suite 3000		
<b>Address Line 2:</b>	Banner & Witcoff, Ltd.		
<b>Address Line 4:</b>	Chicago, ILLINOIS 606067407		
<b>ATTORNEY DOCKET NUMBER:</b>	10864.00045		
<b>NAME OF SUBMITTER:</b>	James V. Callahan		
<b>Total Attachments: 2</b>			
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CH \$40.00 76430789

**ASSIGNMENT OF TRADEMARK RIGHTS AND  
UNITED STATES TRADEMARK APPLICATION**

WHEREAS, SAZERAC COMPANY, INC., a corporation organized and existing under the laws of the State of Louisiana and having its principal office and place of business at 803 Jefferson Highway, New Orleans, Louisiana 70152-2821 (hereinafter "Assignor") has certain rights to the trademark REGAN'S NO. 6 used in conjunction with the sale of alcoholic beverages, namely, cocktail bitters, and has the right to assign said trademark rights; and

~~WHEREAS, said Assignor is the owner of the entire right, title, and interest to~~  
United States Trademark Application Serial No. 76/430,789 for the mark REGAN'S NO. 6 for "alcoholic beverages, namely, cocktail bitters" in International Class 33; and

WHEREAS, REGANOMICS, INC., a corporation organized and existing under the laws of the State of New York and having its principal office and place of business at 49 Weeks Ave., Cornwall-on-Hudson, New York 12520 (hereinafter "Assignee"), is desirous of acquiring said trademark, together with the good will of the business with which said trademark is used and which is symbolized by said trademark, and the above-identified trademark application thereof;

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged by said Assignor, said Assignor hereby assigns, conveys, and transfers unto said Assignee all rights, titles and interest in and to the trademark REGAN'S NO. 6 together with the good will of the business with which said trademark is used and which is symbolized by said trademark, and said trademark application Serial No. 76/430,789 for registration therefor.

Date: 1/15/04

By: R. Nourse  
Rodney H. Nourse

Title: VP. CORPORATE COUNSEL

(Corporate Seal)

ACKNOWLEDGEMENT