

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jim Beam Brands Co.		02/23/2004	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Diageo North America, Inc.		
Street Address:	Six Landmark Square		
City:	Stamford		
State/Country:	CONNECTICUT		
Postal Code:	06901		
Entity Type:	CORPORATION: CONNECTICUT		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2173685	TATTOO	
CORRESPONDENCE DATA			
Fax Number:	(203)359-7192		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	203.359.7465		
Email:	cindy.carey@diageo.com		
Correspondent Name:	Cindy Carey		
Address Line 1:	Six Landmark Square		
Address Line 4:	Stamford, CONNECTICUT 06901		
ATTORNEY DOCKET NUMBER:	CAPTAIN MORGAN TATOO		
NAME OF SUBMITTER:	Cindy Carey		
Total Attachments: 1 source=TATOO#page1.tif			

CH \$40.00 2173685

TRADEMARK QUITCLAIM DEED

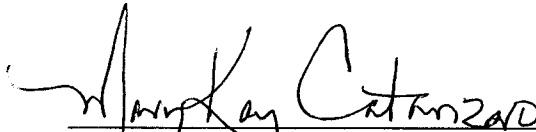
This trademark quitclaim deed is made between **Jim Beam Brands Co.**, having its principal place of business at 510 Lake Cook Road, Deerfield, Illinois 60015-4916, U.S.A. ("Beam"), in favor of **Diageo North America, Inc.**, having its principal place of business at 6 Landmark Square, Stamford, Connecticut 06901 ("Diageo").

Beam owns U.S. Trademark Registration No. 2,173,685 for the mark TATTOO, common law rights in the mark TATTOO (the "Mark") and any goodwill of the business symbolized by the mark TATTOO and desires to quitclaim all of its right, title and interest in the Mark to Diageo.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which the parties acknowledge, Beam quitclaims to Diageo, any and all of Beam's right, title and interest in the Mark including any goodwill of the business symbolized by the Mark.

Jim Beam Brands Co.

Diageo North America, Inc.




Signature
MARI KAY CATANZARO

Name
DIRECTOR, ADMINISTRATION

Title
DEERFIELD, IL 2/23/04

Place and date



Signature
Pamela Bower Nye

Name
Vice President Global Brand Innovation

Title
Stamford, CT 3/31/04

Place and date