

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Assignment of undivided one half interest to create a joint ownership between Jim Beam Brands Co. and Tequila Tapatio, S.A.		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jim Beam Brands Co.		06/22/2004	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Tequila Tapatio, S.A.		
Street Address:	Alvaro Obregon #35		
City:	Arandas, Jailsco		
State/Country:	MEXICO		
Entity Type:	CORPORATION: MEXICO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76475570	EL TESORO PLATINUM	
CORRESPONDENCE DATA			
Fax Number:	(312)616-5700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-616-5652		
Email:	lsullivan@leydig.com		
Correspondent Name:	Leydig Voit & Mayer, Ltd.		
Address Line 1:	Two Prudential Plaza, 180 N. Stetson		
Address Line 2:	Suite 4900		
Address Line 4:	Chicago, ILLINOIS 60601-6780		
ATTORNEY DOCKET NUMBER:	226895		
DOMESTIC REPRESENTATIVE			
Name:	Lynn A. Sullivan, Leydig Voit & Mayer		
Address Line 1:	Two Prudential Plaza, 180 N. Stetson		
Address Line 2:	Suite 4900		
Address Line 4:	Chicago, ILLINOIS 60601-6780		

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NAME OF SUBMITTER:

Lynn A. Sullivan

Total Attachments: 2

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ASSIGNMENT NUNC PRO TUNC OF TRADEMARK

THIS AGREEMENT, made and entered into *nunc pro tunc* as of December 16, 2002, is by and between Jim Beam Brands Co., a Delaware corporation ("Assignor"), and Tequila Tapatio, S.A., a Mexican corporation ("Assignee");

WHEREAS, Assignor and Assignee entered into an exclusive distributorship agreement dated January 5, 2001 (hereinafter "the Agreement") regarding the ownership and use of EL TESORO formative marks in connection with tequila;

WHEREAS, the Agreement provided that Assignor and Assignee were to be joint owners of any and all trademarks covered by the Agreement;

WHEREAS, Assignor filed an intent-to use Application No. 76/475,570 for EL TESORO PLATINUM without including Assignee as co-owner of the mark;

WHEREAS, the business to which EL TESORO PLATINUM pertains is an ongoing and existing business of Assignor and Assignee;

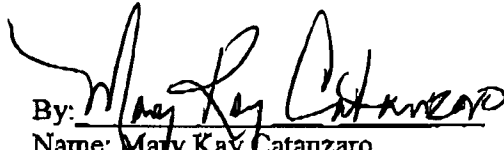
WHEREAS, Assignor wishes to assign unto Assignee an undivided one-half interest in Application No. 76/475,570 pursuant to the Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee, as successor of a portion of the business, an undivided one-half share of the right, title and interest in and to the Application No. 76/475,570 for EL TESORO PLATINUM together with a share of the ongoing business and goodwill associated with and symbolized by same, and together with a

share in any rights for recovery, damages and profits for past infringements, if any, by third parties, *nunc pro tunc* as of December 16, 2002.

IN WITNESS WHEREOF, the Assignor has caused this instrument to be executed by its duly authorized corporate officer on this 22nd day of June, 2004.

JIM BEAM BRANDS CO.

By: 
Name: Mary Kay Catanzaro
Title: Assistant Secretary