

RE

03-23-2004

SHEET



To the Honorable Com

102701001

Attached original documents or copy thereof.

1. Name of conveying party(ies):

Guinness UDV Ireland

A private unlimited company of Ireland

Additional names of conveying parties: No

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

Diageo Ireland

St. James's Gate

Dublin 8, Republic of Ireland

Individual(s) citizenship:

Association:

General Partnership:

Limited Partnership:

Corporation-State:

Other: A private unlimited company of Ireland

If assignee is not domiciled in the U.S.A., a domestic representative designation is attached:  Yes;  No

(Designations must be a separate document from Assignment)

3. Nature of conveyance:

Assignment

Merger

Security Agreement

Change of Name

Other: This submission is made to correct the entities for the assignor and assignee previously recorded at Reel 2715, Frame 0449.

Execution Date:

Effective Date: September 30, 2002

4. Application number(s) or registration number(s):

A. Trademark Application No.(s): 76/244667

B. Trademark Registration No.(s):

1969268

Additional Numbers Attached: Yes

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

Ellen M. Baker

Attn: TMSU

Morgan, Lewis & Bockius LLP

1111 Pennsylvania Avenue N.W.

Washington, D.C. 20036

Telephone: 202-739-5758

Facsimile: 202-739-3001

E-Mail: ebaker@morganlewis.com

6. Total number of applications and registrations involved: 35

7. Total fee (37 C.F.R. § 3.41) \$ 890.00 (previously charged to deposit account)

Check enclosed.

Authorized to charge overpayments/deficiencies to deposit account.

8. Deposit account number:

13-4520

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.

Ellen M. Baker

Name of Person Signing

Signature

March 18, 2004

Date

Total number of pages including cover sheet, attachments and document:

## SCHEDULE

<b>MARK</b>	<b>APPLICATION NUMBER</b>
1759 SOCIETY – Device	76/244667
1759 SOCIETY – Word & Numerals	76/244668
ADAM KING - Word	78/144856
ARTH GUINNESS – Signature	76/067278
BELIEVE – Word & Device	76/356453
GUINNESS – Word	78/123278
GUINNESS – Word	76/385779
GUINNESS – Word	76/084162
GUINNESS – Word	76/067276
GUINNESS – Word	78/122051
GUINNESS – Word	78/122037
GUINNESS – Word	76/084164
GUINNESS MALTA – Label	78/144826
GUINNESS REFRESHES YOUR SPIRIT – Word	75/942828
GUINNESS STYLISED HARP – Device	76/067277
GUINNESS STYLISED HARP – Device	76/173430
GUINNESS STYLISED HARP – Device	78/122043
GUINNESS WEBSTORE – Word	76/140062
REFRESHES YOUR SPIRIT – Word	75/942829
TIME WELL SPENT – Word	76/192821

WITNESS – Word & Device	78/152616
WITNESS – Word	78/152612

<b>MARK</b>	<b>REGISTRATION NUMBER</b>
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DRAUGHT GUINNESS – Can Label	1969268
GUINNESS – Word	1182992
GUINNESS – Word	321014
GUINNESS BULLDOG – Label	872710
GUINNESS EXTRA STOUT – Label	861769
GUINNESS GOBLET – Device	1057882
GUINNESS GOLD – Label	1561254
GUINNESS ORNAMENTED HARP – Device	865078
GUINNESS SIMPLIFIED HARP – Device	1060798
GUINNESS SIMPLIFIED HARP – Device	1430801
GUINNESS SIMPLIFIED HARP – Device	1201358
HARP – Word	870991
KALIBER – Word	1341344

03/02/2004

02/17/2004

700066675

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 9/30/2005) Tab settings		RECORDATION FORM COVER SHEET <b>TRADEMARKS ONLY</b>		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): <u>Guinness UDPV Ireland</u>			2. Name and address of receiving party(ies): Name: <u>Diageo Ireland</u> Internal Address: Address: Street Address: <u>St. James's Gate</u> <u>Dublin 8</u> <u>Republic of Ireland</u> City: <u>Republic of Ireland</u> Zip:		
<input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input type="checkbox"/> Corporation-State <input checked="" type="checkbox"/> Other <u>private unlimited company of Ireland</u> Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			<input type="checkbox"/> Individual(s) citizenship <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input type="checkbox"/> Corporation-State <input checked="" type="checkbox"/> Other <u>private unlimited company of Ireland</u> <small>If assignee is not established in the United States, if Appropriate representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designations must be a separate document from this application.)          Additional name(s) &amp; address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No       </small>		
3. Nature of conveyance: <input type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input checked="" type="checkbox"/> Change of Name <input checked="" type="checkbox"/> Other <u>Record to correct entities for ASSIGNEE, ASSIGNEE PREVIOUSLY</u> <u>Execution Date: <u>referred to Reg 1.5</u></u> <u>Frame: <u>449, Date: <u>SEP-26-2003</u></u></u>					
4. Application number(s) or registration number(s): A. Trademark Application No.(s) <u>76/244667</u>			B. Trademark Registration No.(s) <u>1969268</u>		
Additional number(s) attached <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No					
5. Name and address of party to whom correspondence concerning document should be mailed: Name: <u>Ellen M. Baker</u> Internal Address: <u>Morgan Lewis &amp; Bockius LLP</u> Street Address: <u>1111 Pennsylvania Ave., NW</u> <u>Washington</u> State: <u>D.C.</u> Zip: <u>20004</u>			6. Total number of applications and registrations involved: <u>35</u>		
			7. Total fee (37 CFR 3.41): <u>\$ 890.00</u> <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit account		
			8. Deposit account number: <u>13-4520</u> (Attach duplicate copy of this page if paying by deposit account)		
<b>DO NOT USE THIS SPACE</b>					
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. <u>Ellen M. Baker</u> <u>Ellen M. Baker</u> <u>Feb. 17, 2004</u> Name of Person Signing      Signature      Date					

Total number of pages including cover sheet, statements, and documents: 4  
Mail documents to be recorded with required fees at at least full fee to the  
Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20531

01 8390.00 134520 76241967

SCHEDULE

MARK	APPLICATION NUMBER
1759 SOCIETY - Device	76/244667
1759 SOCIETY - Word & Numerals	76/244668
ADAM KING - Word	78/144856
ARTH GUINNESS - Signature	76/067278
BELIEVE - Word & Device	76/356453
GUINNESS - Word	78/123278
GUINNESS - Word	76/385779
GUINNESS - Word	76/084162
GUINNESS - Word	76/067276
GUINNESS - Word	78/122051
GUINNESS - Word	78/122037
GUINNESS - Word	76/084164
GUINNESS MALTA - Label	78/144826
GUINNESS REFRESHES YOUR SPIRIT - Word	75/942828
GUINNESS STYLISED HARP - Device	76/067277
GUINNESS STYLISED HARP - Device	76/173430
GUINNESS STYLISED HARP - Device	78/122043
GUINNESS WEBSTORE - Word	76/140062
REFRESHES YOUR SPIRIT - Word	75/942829
TIME WELL SPENT - Word	76/192821

I-WA/1976322.1

OPR/ASSIGNMENTS

MAR 02 2004 9:52 AM FR

3/4/04 4:10 PAGE 5/14

RightFAX

TO 12617#464110036# P.12

0 12617#464110178# P.11/13

WITNESS - Word & Device 78/152616

WITNESS - Word 78/152612

MARK

REGISTRATION NUMBER

DRAUGHT GUINNESS - Can Label 1969268

GUINNESS - Word 1182992

GUINNESS - Word 321014

GUINNESS BULLDOG - Label 872710

GUINNESS EXTRA STOUT - Label 861769

GUINNESS GOBLET - Device 1057882

GUINNESS GOLD - Label 1561254

GUINNESS ORNAMENTED HARP - Device 865078

GUINNESS SIMPLIFIED HARP - Device 1060798

GUINNESS SIMPLIFIED HARP - Device 1430801

GUINNESS SIMPLIFIED HARP - Device 1201358

HARP - Word 870991

KALIBER - Word 1341344

I-WA/197#22.1

\*\* TOTAL PAGE.12 \*\*

TRADEMARK  
REEL: 002933 FRAME: 0904



Number 22876

# Certificate of Incorporation on change of name

I hereby certify that

**GUINNESS UDV IRELAND**

having, by a Special Resolution of the Company,  
and with the approval of the Minister for Enterprise,  
Trade and Employment, changed its name, is now  
incorporated under the name

**DIAGEO IRELAND**

and I have entered such name on the Register accordingly.

Given under my hand at Dublin, this  
Monday, the 30th day of September, 2002

  
for Registrar of Companies

OPR/ASSIGNMENTS  
MAR 02 2004 9:50 AM FR

3/4/04 4:10 PAGE 7/14

RightFAX

TO 12617#464110036# P.04

OPR/ASSIGNMENTS  
FEB 17 2004 6:09 PM FR

2/19/04 12:51 PAGE 9/9

RightFAX

TO 12617#464110036# P.02

Morgan, Lewis & Bockius LLP  
1111 Pennsylvania Avenue, NW  
Washington, DC 20004  
Tel: 202.739.3000  
Fax: 202.739.3001  
www.morganlewis.com

**Morgan Lewis**  
COUNSELLORS AT LAW

Ellen M. Baker  
Paralegal  
(202) 739-5758  
ebaker@morganlewis.com

February 17, 2004

**VIA FACSIMILE**

Commissioner for Trademarks  
Box Assignments  
2900 Crystal Drive  
Arlington, Virginia 22202-3513  
Attention: Assignment Branch

Re: Recordation of Change of Name  
Our Ref: 046411-0036

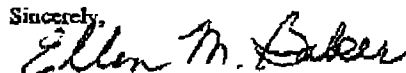
Dear Madam:

We enclose for recording at the Assignment Branch a copy of the Certificate of Incorporation on Change of Name reflecting that Guinness UDV Ireland changed its name to Diageo Ireland. The change of name is being filed to update record title to the 35 trademarks listed on the Schedule attached to the Recordation Form Cover Sheet.

You will note that this document was previously recorded at Reel 2715, Frame 449. Our purpose for resubmitting the document is to correct the entity description for the Assignor and Assignee. The details of this recording are set out on the enclosed Recordation Form Cover Sheet in compliance with Patent and Trademark Office rules. Please charge the \$890.00 filing fee and any additional fees to Morgan, Lewis & Bockius LLP, Deposit Account No. 13-4520.

Please call me if you have any questions concerning this filing. Thank you for your assistance.

Sincerely,



Ellen M. Baker  
Paralegal

Enclosures

cc: Karen A. Butcher (w/encs.)

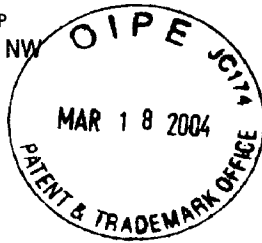
1-WA/2138037.1

Philadelphia Washington New York Los Angeles Miami Fort Lauderdale Pittsburgh  
Princeton Northern Virginia London Brussels Frankfurt Tokyo

TRADEMARK  
REEL: 002933 FRAME: 0906



Morgan, Lewis & Bockius LLP  
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Washington, DC 20004  
Tel: 202.739.3000  
Fax: 202.739.3001  
www.morganlewis.com



**Morgan Lewis**  
C O U N S E L O R S   A T   L A W

Ellen M. Baker  
Paralegal  
(202) 739-5758  
ebaker@morganlewis.com

March 18, 2004

**VIA FACSIMILE**

Commissioner for Trademarks  
Box Assignments  
2900 Crystal Drive  
Arlington, Virginia 23202-3513  
**Attention: Assignment Branch**

Re:      Recordation of Change of Name  
          Our Ref: 046411-0036

Dear Madam:

This responds to the Notice of Non-Recordation we received on March 4, 2004 referencing Document ID No. 700069394. The Notice was issued because our facsimile of March 2, 2004 responding to the Notice of Non-Recordation we received on February 19, 2004, referencing Document ID No. 700066675, was rendered illegible by facsimile transmission.

We wish to correct a change of name that was recorded on April 16, 2003 under Reel 2715, Frame 0449. Specifically, we wish to record that the assignor and assignee are a private unlimited company. Therefore, in reply to both Notices of Non-Recordation, we enclose the following documents so that this change may be recorded against the 35 marks:

1.      A copy of the Notice of Non-Recordation dated March 4, 2004;
2.      A new Cover Sheet dated March 18, 2004 with attached Schedule;
3.      A copy of our entire response to the Notice of Non-Recordation dated February 19, 2004, consisting of the following:
  - Facsimile letter to Lazena Martin;
  - Copy of Notice of Non-Recordation dated February 19, 2004;
  - Copy of the original Notice of Recordation of the Name change recorded at Reel 2715, Frame 0449, inclusive of the original Cover Sheet submitted on April 16, 2003;

Philadelphia   Washington   New York   Los Angeles   Miami   Harrisburg   Pittsburgh  
Princeton   Northern Virginia   London   Brussels   Frankfurt   Tokyo

1-WA/2158526.1

**TRADEMARK**  
**REEL: 002933 FRAME: 0907**

- Copy of our submission of February 17, 2004 requesting that the assignor and assignee under Reel 2715, Frame 0449 be indicated as “a private unlimited company of Ireland.”

Please proceed with the recordation of the change of the entity description of the assignor and the assignee. Please note that we have previously paid for this recordation via Deposit Account on February 17, 2004 at the time of our original request. If there are any further questions, please contact me by telephone, e-mail or facsimile.

Sincerely,



Ellen M. Baker  
Trademark Paralegal

Enclosures

cc: Karen A. Butcher (w/encls.)