

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
West Main Interactive, LLC		10/06/2004	Limited Liability Company: DELAWARE
West Main Interactive, LLC		10/06/2004	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA	
Name:	Brown-Forman Corporation
Street Address:	850 Dixie Highway
City:	Louisville
State/Country:	KENTUCKY
Postal Code:	40210
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2675439	WEST MAIN INTERACTIVE

CORRESPONDENCE DATA	
Fax Number:	(502)627-8745
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(502) 582-1601
Email:	lvogt@ogdenlaw.com
Correspondent Name:	Lisa Ann Vogt
Address Line 1:	500 W. Jefferson Street
Address Line 2:	1700 PNC Plaza
Address Line 4:	Louisville, KENTUCKY 40202-2874

ATTORNEY DOCKET NUMBER:	24/21
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NAME OF SUBMITTER:	Lisa Ann Vogt
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Total Attachments: 2

OP \$40.00 2675439

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ASSIGNMENT OF SERVICE MARK

THIS ASSIGNMENT OF TRADEMARK (the "Assignment") is made this 16th day of October, 2004, by and between WEST MAIN INTERACTIVE, LLC, a Delaware limited liability company ("Assignor") and BROWN-FORMAN CORPORATION, a Delaware corporation ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of all right, title and interest in and to the service mark (the "Mark"), the service mark registration, and all of the goodwill associated with the Mark, which are more fully described as follows:

Mark: WEST MAIN INTERACTIVE
Registration No.: 2,675,439
Registration Date: January 14, 2003
International Class No. 42: designing and implementing web sites for others

WHEREAS, Assignor has agreed to assign the Mark to Assignee;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, grant and convey to Assignee all right, title and interest in the Mark, all issued registrations with respect to same, as well as the goodwill of the business symbolized by the Mark and the right to sue for past infringement of the Mark. Assignor will execute any and all documents necessary to transfer ownership, title and registration of the Mark to Assignee.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment on the day and year first above written.

WEST MAIN INTERACTIVE, LLC

By: 
Augustus C. Griffin, President

COMMONWEALTH OF KENTUCKY)
) SS:
COUNTY OF JEFFERSON)

Subscribed, sworn, and acknowledged before me this 6th day of October, 2004, by Augustus C. Griffin, as President of West Main Interactive, LLC, on behalf of the company.

My commission expires: July 28, 2005
[Signature]
Notary Public

