

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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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
Mr. Armando Luis		11/16/2004	INDIVIDUAL: UNITED STATES
Dr. Ulises Sabato		11/16/2004	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA	
Name:	Bodegas Sabato, S.A.
Street Address:	Ricardo Rojas 401
Internal Address:	Floor 13, Office C
City:	Buenos Aires 1001
State/Country:	ARGENTINA
Entity Type:	CORPORATION: ARGENTINA

PROPERTY NUMBERS Total: 8		
Property Type	Number	Word Mark
Serial Number:	78321732	SABATO
Serial Number:	78321737	PROXIMO
Serial Number:	78321738	MARCHA
Serial Number:	78321757	BEC
Serial Number:	78321761	ALEXIA
Serial Number:	78321764	HAVANA
Serial Number:	78321766	MESCLA
Serial Number:	78383521	MALBOCA

CORRESPONDENCE DATA	
Fax Number:	(212)918-3100
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212-918-3688
Email:	twvanbuskirk@hhlaw.com
Correspondent Name:	Tedd W. Van Buskirk, Esq.
Address Line 1:	Hogan & Hartson, L.L.P.

CH \$215.00 78321732

Address Line 2: 875 Third Avenue  
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER: 22553.0001-0008

**DOMESTIC REPRESENTATIVE**

Name: Mr. Armando Luis  
Address Line 1: 126 Washington Street  
Address Line 4: Hoboken, NEW JERSEY 07030

NAME OF SUBMITTER: Tedd W. Van Buskirk

Total Attachments: 2  
source=Assignment of Marks#page1.tif  
source=Schedule 1#page1.tif

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

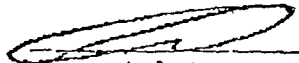
ASSIGNMENT OF MARKS

WHEREAS, Armando Luis, an individual whose address is 126 Washington Street, Hoboken, New Jersey, 07030 and Ulises Sabato, an individual whose address is 15 Allison Road, Alpine, New Jersey, 07620 (collectively "Assignors"), own all right, title and interest in and to the marks that are listed on the attached Schedule 1 and the federal trademark applications therefor (collectively, the "Marks"); and

WHEREAS, Bodegas Sabato, S.A., a corporation with offices at Ricardo Rojas 401, Floor 13, Office C, Buenos Aires 1001, Argentine Republic (the "Assignee"), desires to acquire all right, title and interest in and to the Marks, including any applications thereof, together with all assets relating to the business in connection with which the Marks are used, which business is ongoing and existing;

NOW THEREFORE, for good and valuable consideration paid by Assignee, receipt of which is hereby acknowledged, Assignors hereby assign and transfer to Assignee, its successors and assigns, all of Assignors' right, title and interest in and to the Marks together with the goodwill of the business symbolized by the Marks and the right to sue and collect damages and/or profits for past infringements of the Marks.

IN WITNESS WHEREOF, Assignors have caused this instrument to be signed as of the date set forth hereunder.



Armando Luis

Date: November 16, 2004



Ulises Sabato

Date: November 16, 2004

**SCHEDULE 1**

<b>Mark</b>	<b>Application No.</b>
SABATO	78/321,732
PROXIMO	78/321,737
MARCHA	78/321,738
BEC	78/321,757
ALEXIA	78/321,761
HAVANA	78/321,764
MESCLA	78/321,766
MALBOCA	78/383,521